Sawyer View-Master

THRILLING THREE DIMENSIONAL PICTURES IN FULL COLOR

When you look at View-Master pictures through the View-Master Stereoscope, it's just like stepping through Alice's looking glass into a new world, but a very real world. Every object in every picture has the fullness, the depth, the roundness of reality — you feel sure you can touch and even reach around and behind trees and rocks.

You can sit at home in your own living room and get the very real illusion that you are visiting romantic Hawaii, enjoying the view from the rim of the Grand Canyon, or wandering to a magic fairyland come to life. And every scene is in full, natural color.

The pictures are brilliant Kodachromes. They come in reels of seven full-color, three-dimensional scenes. Actually there are fourteen pictures on each reel because each eye sees its own separate picture from its own point of view as in real life.

There are more than three hundred fifty subjects to choose from, and they come in a wide range of subjects—travel pictures of beauty spots from all over the world, wild animals, childhood favorites like Hopalong Cassidy, Gene Autry, the Cisco Kid, and Tarzan, and dramatizations of fairy tales and bible stories—for both children and adults.

A B COMPLETE VIEW-MASTER OUTFIT. Sturdy Black plastic stereoscope (A) with automatic changing lever, lighting unit (B) with lamp to provide even, diffused light for your stereoscope, catalog of complete View-Master titles, plastic library box (see below), and choice of three View-Master reels, *Postpaid.*
67 TN 3417—State picture reels wanted by title and number.....6.85
67 TN 3335—Stereoscope only.....3.00
67 TN 3412—Lighting unit only.....2.00
(B) 67 WN 3412—Lighting unit only.....2.00
67 W 3228—Batteries. Ship. wt. 8 oz. 2 for 30¢

67 WN 3336—View-Master Reels—*Postpaid. State Catalog Number, title, and reel number.* Six Reels for $2.00

RUDOLPH, THE RED-NOSED REINDEER. Cleverly carved scenes of Rudolph's one-night triumph. With printed story.
FT-23 Rudolph

CHRISTMAS STORY. Molded and carved settings after famous paintings.
XM-1 Mary and Joseph
XM-2 The Shepherds
XM-3 The Wise Men

FAIRY TALES. Molded and carved settings and figures. A printed story is included with each reel.
FT-1 Little Red Riding Hood
FT-2 Hansel and Gretel
FT-3 Jack and the Beanstalk
FT-4 Snow White and the 7 Dwarfs
FT-5 Cinderella
FT-6 Goldilocks and The Three Bears
FT-7 The Three Little Pigs
FT-8 Little Black Sambo
FT-9 The Ugly Duckling

NURSERY RHYMES. Lovely carved and molded settings in brilliant color. Verse is on each picture — helps teach your youngsters to read.
MG-1 Mother Goose Presents, Jack and Jill, Mistress Mary, Mary had a little lamb, Queen of Hearts, Ride a Cock Horse, and Miss Muffet.
MG-2 Little Boy Blue, Hark! Hark!, Three Little Kittens, Simple Simon, Mother Hubbard, Woman in a Shoe, and King Cole.
MG-3 Little Bo-Peep, Jack Sprat, Georgie Porgie, Song of Sixpence, Margery Daw, Peter, Peter, Pumpkin Eater, and the Fiddle.

TARZAN. With printed story.
975 Tarzan Rescues Cheta

COWBOY MOVIE STARS. In full color.
945 Roy Rogers and Trigger
950 Gene Autry and Champion
955 Hopalong Cassidy (Bill Boyd)
960 Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo)

901 Wild Animals in Natural Habitat (Africa)
910 Wild African Animals in Zoo
911 Wild African Animals in Zoo II
912 Wild Animals of India in Zoo
913 North American Animals in Zoo
914 South American Animals in Zoo
925 Performing Elephants, St. Louis

PEOPLES OF THE WORLD. Full color Kodachromes of native costumes and customs.
175 Navajo Indians, New Mexico
286 Indian Ritual Ceremonials, N.M.
294 Indian Arts and Crafts, N.M.
308 Eskimos, Alaska
523 Mexican Indians
3308 Peoples of the Nile, Egypt
3253 Maoris, Natives of New Zealand
3020 Kangaroo Hunt with Aborigines of Australia
4825 Siamese Dance Drama, Siam
3238 Natives of Swaziland, Africa

HISTORIC PLACES. Brilliant Kodachromes of places known for their history.
28 Abe Lincoln's New Salem and Springfield, Illinois
3311 Ancient Thebes, Egypt
1420 Commonly Smithfield
181 Colonial Williamsburg, Virginia
380 Historic Charleston, S. C.
351 Historic Philadelphia and Valley Forge, Pennsylvania
280 Historic Corpus Christi, Texas
936 Lookout Mountain, Tenn.
275 Mohawk Valley, Massachusetts
76 Washington's Mount Vernon
1614 Santa Barbara, Calif.
139 Annapolis Naval Academy

FOREIGN TRAVELOGS. In full natural color.
553 Normandy, Island of
676 Brem, Rio de Janeiro I.
3013 Canada, Vancouver, B.C.
318 Canada, Victoria and Vicinity
3303 Egypt, Pyramids and Sphinx
1001 England, London I.
1013 England, Windsor Castle
1401 France, Paris I.
1410 France, Palace of Versailles
4300 India, Taj Mahal and Red Fort
1301 Ireland, Killarney
1302 Ireland, Tipperary
4006 Jamaica, Montego Bay
3121 Japan, Gethsemane to Calvary
4200 Japan, Mountain the Holy City
1608 Italy, Florence
1601 Italy, Rome I.
1606 Italy, Venice
301 Mexico City, I.
1660 Philippine Islands, Manila
3160 South Africa, Victoria Falls
3201 Switzerland, The Matterhorn
3017 Switzerland, St. Moritz
4255 Yugoslavia, Scenes of
2723 Vatican Museums and Galleries
2731 Vatican State, St. Peter's

NATIONAL PARKS AND MONUMENTS
318 Bandi N.P.—Bandi, Alberta
319 Banff N.P.—Lake Louise
203 Black Hills of South Dakota
16 Bryce Canyon N.P., I, Utah
17 Bryce Canyon N.P. II, Utah
18 Carlsbad Caverns N.P. I, N.M.
253 Carlsbad Caverns N.P., II, N.M.
257 Carlsbad Caverns N.P., III
21 Crater Lake Nat'l Park I, Ore.
22 Crater Lake Nat'l Park II, Ore.
234 Cave of the Winds, Colorado
124 Dells of the Wisconsin River
246 Denver and Denver Mountain Parks, Colorado
51 Garden of the Gods, Colorado
48 Glacier Nat'l Park I, Montana
49 Grand Canyon National Park South Rim I, Arizona
37 Grand Canyon Rim II
30 Grand Canyon National Park —North Angel Trail, Arizona
31 Grand Canyon Bright Angle Trail
32 Grand Canyon Havas.
33 Grand Canyon North Rim
40 Grand Teton N.P. I, Wyoming
336 Great Smoky Mountains National Park, Tenn. and N.C.
337 Great Smoky Mt. N.P. II, Tenn.
338 Hot Springs Nat'l Park, Ark.
16 Jasper N.P. I, Alberta, Canada
317 Jasper N.P. II, Alberta
183 Lake Tahoe, California
239 Mammoth Cave N.P. I, Ky.
174 Monument Valley, Ariz. Utah
2412 Mount Hood, Oregon
81 Niagara Falls, New York
82 Niagara Falls in Winter, N. Y.
375 Niagara Falls, Ontario
177 Painted Desert, Arizona
178 Petrified Forest Nat'l Park
245 Pike's Peak, Colorado
105 Rainier N.P.—Cascades, Wash.
108 Rainier N.P.—Sunrise Side
111 Redwood Highway, Calif.
112 Redwood Highway II
92 Rocky Mountain Nat'l Park—Trail Ridge Road, Colorado
238 Royal Gorge, Colorado
115 Sequoia National Park I, Calif.
206 Sun Valley Idaho—Winter
181 Yosemite Nat'l Park I, Calif.
182 Yosemite Nat'l Park II, Calif.
126 Yellowstone National Park, Grand Canyon Area, Wyo.
127 Yellowstone—Mammoth Area
128 Yellowstone — Old Faithful
129 Yellowstone — Lower Basin

AMERICA. Three Dimensional Kodachrome groups of our beauty spots.
419 California, Hollywood
220 California, Hollywood—Homes of Movie Stars
221 California, Los Angeles
222 California, Palm Springs
198 California, San Francisco
201 California, Catalina Island
23 Colorado, Park of Red Rocks
271 Colorado, Rocky Scenes
164 Florida, Cypress Gardens
165 Florida, Miami
163 Florida, Miami Beach
186 Florida—Marineland
187 Florida, Scenic Hwy U.S. 1, Daytona to Key West
160 Florida, St. Augustine
161 Florida, Silver Springs
333 Illinois, Chicago
331 Louisiana, New Orleans
332 New Orleans' Mardi Gras
273 Maine Scenics
278 Massachusetts, Boston
275 Massachusetts, Cape Cod
203 Minnesota, Duluth No. Shore
277 New England Autumn Foliage
265 New Hampshire's Mountains
154 New Jersey, Atlantic City
156 New York City I
157 New York City II
158 New York City — Rockefeller Center and Empire State Bldg.
151 Niagara Falls, City of Niagara Falls, Ontario
96 Oregon's Scenic Coast
350 Pennsylvania, Philadelphia
228 Texas, San Antonio
121 Utah, Salt Lake City
122 Utah, Mormon Temple, Tabernacle and Grounds, Salt Lake
136 Washington, D.C.—Arlington
187 Washington D.C.—Scenes
308 Alaska, Anchorage
304 Alaska, Juneau and Mendenhall Glacier
307 Alaska, Ketchikan Vicinity
306 Alaska, Mt. McKinley Nat'l Pk.
703 Alaska, Sitka
53 Hawaii, Honolulu
64 Hawaii, Island of Kauai
81 Hawaii, Island of Hawaii
71 Hawaii, Hawaii National Park
73 Hawaii, Waikiki, Island of Oahu
289 Desert Cactus in Bloom, Calif.
291 California Wild Flowers
68 Tropical Flowers of Hawaii I
69 Tropical Flowers of Hawaii II

166 WARDS ALL2

VIEW-MASTER ACCESSORIES

VIEW-MASTER LIBRARY BOX. Smartly styled maroon and ivory colored plastic box. Holds View-Master Stereoscope and up to 100 reels—protects them from dust accumulation, keeps them in regular order.
67 WN 3334—Box only. *Postpaid*.....1.85

VIEW-MASTER JUNIOR PROJECTOR. A low-priced, sturdily built metal and plastic projector for showing View-Master Reels only. Although it shows no three-dimensional effect, it throws a brilliant image. Show the children a reel or two on the bedroom wall at bedtime—make it fun time for everyone. With color corrected 1/3.5 lens and automatic film advance.
67 WN 3332—*Mailed Postpaid*.....9.95

Order Projection Screens from Page 222.

NOTICE. A complete list of View-Master Three dimensional kodachrome reels is included with every View-Master Stereoscope. If you do not have the latest View-Master reel list, Write to Wards.

TAKE AND SHOW MOVING PICTURES ON CHRISTMAS DAY

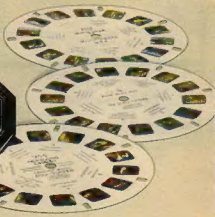
C SIMS MOVIE OUTFIT. So complete you can take a moving picture today record of your family's Christmas fun and have your own private showing of a professional movie—all on Christmas Day. You need nothing else. It bought piece by piece, the outfit—camera, film, projector, screen, and exhibition film—would cost $110.87. But you pay only $99.95.

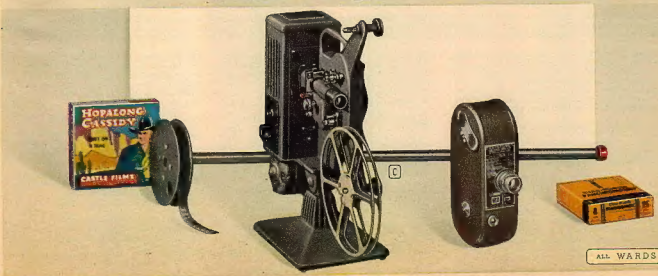
The camera is the Keystone K-35, a dependable 8mm model, which takes movie pictures in both black and white and color. It has a fast coated 1/3.5 lens, and it's easy to use because it requires no focusing. Three shutter speeds let you take fast, normal, and slow motion pictures with equal facility.

The projector is an easy-to-operate motor-driven Keystone K-37 with simple threading and rapid rewinding. The screen is the 18 by 24-inch table model (67 T 1032) shown on Page 222. The outfit is complete with a 25-foot roll of Kodak Plus-X film (Makes 50 feet of black and white movies), a Hopalong Cassidy movie, and take-up reel. For Terms see Page 219.
67 T 785 Y—Ship. wt. 17½ lbs. Only $10 Down, or Cash.....99.95
67 WN 1800—Kodak Plus-X 8mm Film (50 ft.). *Postpaid*.....2.85
67 WN 1803—Kodachrome (color) film (50 ft.). *Postpaid*.....3.75

There was an old woman who lived in a shoe.
She had so many children, she didn't know what to do.
She gave them some broth without any bread.
Then whipped them all soundly.
And put them to bed.

THE CHRISTMAS STORY
B
A




HOPALONG CASSIDY
CASTLE FILMS
C

Elgin Watches . . . "Timed to the Stars"

Elgins, the American-made watch, have been owned by four generations of Americans. Now they are powered exclusively with the patented, rustproof, DuroPower mainspring—which eliminates 99% of mainspring failures. Pay only 10% Down; no extra charge for credit. See Page 175 for Wards Monthly Payment Plan. Mailed *Postpaid* from Chicago; send your order to nearest Wards House. *State wrist size (in inches) in your order for a woman's watch.*

(A) LORD ELGIN, a truly distinguished watch. Gleaming and handsome, a 14K yellow gold filled case, and Kreisler Citation expansion band. Raised gilt numerals. 21 jewels. *Postpaid.*
45 WN 577 T—With expansion band..... $71.50
45 WN 578 T—With leather strap..... 67.50

(B) ELGIN DE LUXE. 10K yellow gold filled. Jet black dial, raised gilt numerals and hands. Attractive, too, with white dial. 17 jewels. Leather strap.
45 TN 582 T—With black dial. *Postpaid*. . . $50.00
45 TN 583 T—With white dial. *Postpaid*. . . . 50.00

(C) ELGIN. Distinctive fine-line engraving. 10K yellow rolled gold plate case backed with stainless steel. Raised gilt numerals. 15 jewels.
45 TN 581 T—With expansion band. *Postpd.* $42.50
45 TN 580 T—With leather strap. *Postpd.*. . 37.50

(D) ELGIN. Smart 10K yellow rolled gold plate case, stainless steel back. Ingenious tapered-end expansion band. Raised gilt numerals. 15 jewels.
45 TN 579 T—With expansion band. *Postpd.* $39.75
45 TN 578 T—With leather strap. *Postpd.*. . . . 33.75

(E) ELGIN. Small, but masculine-looking. Tailored 10K yellow rolled gold plate case; stainless steel back. Raised gilt numerals. 15 jewels.
45 WN 573 T—With expansion band. *Pstpd.* $33.75
45 WN 572 T—With leather strap. *Pstpd*. . . 29.75

(F) ELGIN DE LUXE. Two brilliant diamonds set in richly engraved end-pieces . . . an exquisite creation of art and craftsmanship. 10K white gold filled case. Deep blue numerals and hands for added distinction. Black Nylon cord. 17 jewels.
45 TN 1830 T—*Postpaid*. $71.50

(G) LADY ELGIN. Old-world charm in an up-to-date watch. Dainty 14K yellow gold case is delicately inlaid with decorative black enamel. Black numerals and hands, and a black Nylon band complete the gold-and-black harmony.
45 TN 1829 T—18-jewel movement. *Pstpd*. . $71.50

(H) ELGIN DE LUXE. Graceful, teardrop design. 10K yellow gold filled case. Raised gilt numerals and hands. 17-jewel movement. *Postpaid.*
45 TN 1828 T—With snake-type band. $57.50
45 TN 1827 T—With black Nylon cord. 52.50

(J) ELGIN. Dignity is the essence of this lovely watch. Graceful, 10K yellow gold filled case; smoothly sculptured end-pieces. Raised gilt numerals and dots. 15-jewel movement. *Pstpd.*
45 TN 1826 T—With expansion band. $39.75
45 TN 1899 T—With black Nylon cord. . . . 37.50

(K) ELGIN. A masterpiece of feminine styling, tastefully executed. 10K yellow rolled gold plate case; stainless steel back. Raised gilt numerals. 15-jewel movement. *Postpaid.*
45 TN 1898 T—With link band. $37.50
45 TN 1897 T—With black Nylon cord. . . . 33.75

(L) ELGIN. Beautifully tailored case; large clear dial. 10K yellow rolled gold plate; stainless steel back. Raised gilt numerals. 15 jewels. *Pstpd.*
45 WN 1885 T—With expansion band. . . . $39.75
45 WN 1884 T—With black Nylon cord. . . . 33.75

(M) ELGIN. Glittering sunburst effect. 10K yellow rolled gold plate case; stainless steel back. Raised gilt numerals. 15 jewels. *Postpaid.*
45 TN 1896 T—With expansion band. . . . $33.75
45 WN 1895 T—With black Nylon cord. . . . 29.75

SHOWN ABOUT ACTUAL SIZE. ATTRACTIVELY GIFT BOXED. PRICES INCLUDE FEDERAL EXCISE TAX.

Bulova Watches... "Gift of a Lifetime"

Bulova—the official watch of American Airlines—is nationally-known for its high achievements of watchmaking art and skill. Pay only 10% Down. No extra charge for credit on Bulovas. See Page 175 for Wards Monthly Payment Plan. Mailed Postpaid from Chicago; order from nearest Wards House.

A BULOVA DUO-WIND. The watch that winds itself from the movements of your wrist; cannot be overwound. Sweep center second hand. 10K yellow rolled gold plate case; stainless steel back. Gilt markers. 17 jewels. *Postpaid.*
45 TN 5437—Duo-Wind C. Expansion band.59.50
45 TN 5427—Duo-Wind B. Leather strap...49.50

B BULOVA HIS EXCELLENCY. A distinguished watch. Tailored 10K gold filled case. Raised gilt numerals; black second track. Handsomely stitched leather strap. 21-jewel movement. *Patpd.*
45 WN 530T—His Excellency XX. Yellow.49.50
45 WN 531 T—His Excellency ZZ. White. .49.50

C BULOVA TREASURER. For richness—engraved edges on a classic case, 10K yellow rolled gold plate; stainless steel back. Raised gilt numerals. Kreisler Gurzdeman expansion band.
45 WN 540T—17 jewels. Postpaid.....42.50

D BULOVA DIRECTOR. Distinctively designed case with fluted open link end-pieces. 10K rolled gold plate case; stainless steel back. Raised gilt numerals. "Bow-tie" expansion band. *State:* Yellow or White gold.
45 WN 638T—15 jewels. *Postpaid*.....33.75

E BULOVA BRUCE. Simple, masculine designing. Handsome 10K yellow rolled gold plate case; stainless steel back. Gilt numerals. Leather strap.
45 TN 537 T—15 jewels. *Postpaid*.....29.75

F BULOVA HER EXCELLENCY C. Fluted end-pieces harmonize with telescopic expansion band. 10K yellow gold filled. Raised gilt numerals.
45 TN 1770 T—21 jewels. *Postpaid*.....52.50

G BULOVA ACADEMY AWARD B. Striking, new gold-colored ribbed-effect dial. Richly engraved 10K yellow gold filled case. Contrasting black numerals and dots. Black cord band. *Ptpd.*
45 WN 1765 T—21 jewels. *State wrist size*...49.50

H BULOVA BEVERLY. Two exquisite, cut diamonds set in engraved end-pieces. Elegantly styled case. Raised gilt numerals. *Postpaid. State wrist size and choice of Yellow or White gold.*
45 TN 1769 T—Beverly. 10K rolled gold plate; stainless steel back. Gold-filled snake chain bracelet. 7-jewel movement. *State wrist size.*.39.75
45 WN 1756 T—Martha Washington. Similar to above. 10K gold filled case (shown in Fall 1950 General Catalog). Square snake chain bracelet. 17-jewel movement. *State wrist size*.....57.50

J BULOVA GODDESS OF TIME. 10K yellow rolled gold plate case; stainless steel back. Expansion band designed to match case. Gilt numerals.
45 TN 1788 T—17 jewels. *Postpaid*.....37.50

K BULOVA MISS AMERICA A. For a gleaming eye-catcher—this smoothly-finished case of 10K rolled gold plate; stainless steel back. Gilt numerals. Square snake-chain band. *State wrist size, choice of Yellow or White gold.*
45 WN 1759 T—17 jewels. *Postpaid*.....33.75

L BULOVA MARIE A. Delicately engraved 10K yellow rolled gold plate case; stainless steel back. 17 jewels. *Postpaid. State wrist size.*
45 TN 1767 T—Marie A. Expansion band. . .33.75
45 TN 1743 T—Coed A. Black cord band. . .29.75

M BULOVA ELIZABETH. Charming in its simplicity and classic line, a 10K yellow rolled gold plate case with stainless steel back. Gilt numerals. Black cord band. 17 jewels. *State wrist size. Postpaid.*
45 WN 1758 T—Elizabeth.....24.75
45 WN 1757 T—Nightingale. Like above but has sweep center second hand.....37.50
45 WN 1764 T—Cynthia. Like Nightingale. White rolled gold plate case.....37.50

SHOWN ABOUT ACTUAL SIZE. ATTRACTIVELY GIFT BOXED. PRICES INCLUDE FEDERAL EXCISE TAX.

Make this Christmas Even More Memorable

Choose a gift she'll treasure for years—an exquisite Buren for beautiful styling, exceptional accuracy and dependability. Hairspring and balance are relatively unaffected by temperature changes. Incredibly accurate jeweled-lever, anti-magnetic movement. Guaranteed against original defects in material and workmanship. Ship. wt. each 12 oz. Mailed from Chicago. Order, pay postage from nearest House. Credit Terms Page 175.

A Choice of two diamonds—one set in each of the flowing bow end-pieces—or no diamonds. 14K yellow or white gold. Black cord. 17 jewels. Better Quality. *State color of gold and wrist size.*
45 W 2151 T—With two cut diamonds..... $59.95
45 W 2150 T—Without diamonds (shown).... 45.00
45 T 1715 T—Same watch in 14K gold, 2 cut diamonds, 21 jewels. Best Quality..... 115.00

B 14K yellow or white gold case terraced to a lovely thin edge. Flexible end-pieces. Silvered dial, gold markers, black numerals. Raised crystal. Black cord. *State color of gold and wrist size.*
45 W 1703 T—21 jewels. Best Quality..... $71.50
45 W 1702 T—17 jewels. Better Quality..... 49.95

C Engraved white gold end-pieces. Choice of 6, 4 or 2 diamonds, or without diamonds. 10K yellow rolled gold plate case; stainless steel back. Snake-type band. 17 jewels. Good Quality.
45 T 1419 T—Without diamonds (shown).... $23.95
45 T 1420 T—With two cut diamonds..... 32.50
45 T 1421 T—With four cut diamonds..... 42.50
45 T 1422 T—With six cut diamonds..... 49.95

D Sculptured tiara end-pieces. Expansion band harmonizes with design of 10K yellow gold filled case. Raised crystal; silvered dial.
45 W 1709 T—17 jewels. Better Quality.... $32.50

E Frankly sentimental, appropriate any time. 10K yellow rolled gold plate case; stainless steel back. 17 jewels. Good Quality.
45 W 1450 T—With expansion band..... $27.95
45 W 1439 T—Black cord. *State wrist size.* 22.95

F 14K yellow gold case. Full-view easy-to-read dial. 17 jewels. Good Quality. *State wrist size.*
45 W 1441 T—With snake-type band..... $27.95
45 W 1440 T—With black cord..... 24.95

G Delicately simple watch and band with decorative, banded end-pieces for contrast. 10K yellow rolled gold plate case; stainless steel back. Domed crystal. Good Quality. *State wrist size.*
45 T 1418 T—17 jewels. Expansion band.. $23.95
45 T 1417 T—17 jewels. Black cord band.. 20.95
45 T 1416 T—7 jewels. Expansion band.... 20.95
45 T 1415 T—7 jewels. Black cord band... 17.95

H Tailored simplicity. 10K yellow rolled gold plate case; stainless steel back. Expansion band.
45 T 1412 T—17 jewels. Good Quality..... $22.95
45 T 1411 T—7 jewels. Good Quality..... 19.95

J Yellow or white 10K rolled gold plate; stainless steel back. Good Quality. *State color gold.*
45 W 1429 T—17 jewels. Expansion band....$21.95
45 W 1428 T—7 jewels. Expansion band..... 18.95
45 W 1427 T—7 J. Black cord. *State wrist size.* 16.95

K Yellow 10K rolled gold plate case; stainless steel back. Good Quality. *State wrist size.*
45 W 1426 T—17 jewels. Expansion band... $19.95
45 W 1425 T—17 jewels. Black cord..... 17.95
45 W 1424 T—7 jewels. Expansion band..... 16.95
45 W 1423 T—7 jewels. Black cord..... 14.95

L Yellow 10K rolled gold plate case; stainless steel back. Chain bracelet. *State wrist size.*
45 T 1414 T—17 jewels. Good Quality..... $18.95
45 T 1413 T—7 jewels. Good Quality..... 15.95

M Yellow 10K rolled gold plate case; stainless steel back. Easy-to-read dial. Link band. 7 jewels.
45 W 1466 T—State wrist size. Good Quality..$12.95

SHOWN ABOUT ACTUAL SIZE. ATTRACTIVELY GIFT BOXED. PRICES INCLUDE FEDERAL EXCISE TAX.

Gruen, the "Precision Watch", a Welcome Gift

Only Gruen offers: (1) the *Curvex*. Both case and movement itself curve, allowing bigger, more dependable parts for greater accuracy. (2) The *Veri-Thin*, America's thinnest popular priced watch. (3) *Guildite* backs (stainless steel). All Gruens have jeweled-lever *Precision* movements. Pay only 10% Down; no extra charge for credit. See Page 175 for Wards Monthly Payment Plan. Mailed *Postpaid* from Chicago. Order from your nearest Wards House.

(A) GRUEN AUTO-WIND CRUISER, winds itself as you wear it. Can't be overwound. 10K yel. gold filled. Combination expan. band. 17 jewels. *Ptpd.*
45 TN 709T—Luminous dial (shown) $87.50
45 TN 708T—Raised numerals, leather strap 71.50

45 TN 710T—Like 45 TN 709 above, but has 14K yellow gold Veri-Thin case, "stick" dial markers, leather strap. Dial is not luminous. $135.00

(B) GRUEN VERI-THIN BUCHANAN. 10K yellow gold filled; Guildite back. 21 jewels. *Postpaid.*
45 TN 707T—With expansion band, ... $59.50
45 TN 706T—With leather strap. 49.75

(C) GRUEN CURVEX MAJOR. Case and movement actually curved to fit wrist. 10K yellow gold filled case. Unusual pointed crystal. 17 jewels. *Ptpd.*
45 WN 703T—With expansion band. $59.50
45 WN 702T—With leather strap. 49.75

(D) GRUEN VERI-THIN CHATFIELD. 10K yellow gold filled; Guildite back. Raised numerals. 15 jewels.
45 TN 711T—With expansion band. *Ptpd.* $39.75
45 WN 701T—With leather strap. *Ptpd.* . . 33.75

(E) GRUEN VERI-THIN LYONS. 10K yellow gold filled case, Guildite back. 15 jewels. *Postpaid.*
45 TN 705T—With expansion band. $37.50
45 TN 704T—With leather strap. 29.75

(F) GRUEN CURVEX CORINTH. Exquisitely graceful case and movement truly curved to fit wrist. Distinctive end-pieces. 10K yellow gold filled. Raised gilt numerals and markers. Double snake type band with expansion center. 17 jewels. *Postpaid.*
45 TN 2111T—Expansion band. $71.50
45 TN 2110T—Black cord. *State wrist size* . . . 62.50

(G) GRUEN VERI-THIN MANTHA. Aristocratic beauty. Two brilliant, cut diamonds in reflector end-pieces emphasize the dainty simplicity of the Veri-Thin case. Your choice of luxurious 14K yellow or white gold. Raised gilt numerals. Black cord. 17 jewels. *State wrist size and choice of gold.*
45 TN 2112T—*Postpaid.* $71.50

(H) GRUEN VERI-THIN ALICIA. Two cut diamonds in unusual 10K yellow or white gold filled case. Raised gilt numerals. Expansion band. 17 jewels. *Ptpd.*
45 TN 2109T—*State choice of gold* $55.00

(J) GRUEN VERI-THIN VISION. Unusual pierced end-pieces, 10K yellow gold filled case, Guildite back. Raised gilt numerals. 17 jewels. *Postpaid.*
45 TN 2108T—Expansion band. $49.75
45 TN 2107T—Black cord. *State size.* 42.50

(K) GRUEN VERI-THIN WINNIE. Perennially popular bow-knot end-pieces. 10K yellow gold filled case, Guildite back. Raised gilt numerals. 17 jewels. Black cord. *State wrist size.*
45 TN 2106T—*Postpaid* $39.75

(L) GRUEN VERI-THIN EDITH. 10K yellow or white gold filled case; Guildite back. Raised gilt numerals; dome crystal. 15 jewels. *State choice of gold and wrist size for cord. Postpaid.*
45 WN 2101T—With snake chain band. . . . $39.75
45 WN 2100T—With black cord. 33.75

(M) GRUEN VERI-THIN ROSLYN. 10K yellow gold filled; Guildite back. Raised gilt numerals. 15 jewels. *State wrist size for cord. Postpaid.*
45 TN 2105T—With expansion band. $37.50
45 TN 2104T—With black cord. 29.75

SHOWN ABOUT ACTUAL SIZE. ATTRACTIVELY GIFT BOXED. PRICES INCLUDE FEDERAL EXCISE TAX.

Give a Buren Watch...29.95 to 115.00

A handsome Buren will be his favorite gift. Burens sell for as much as 50% less than many nationally known brands of similar quality because Wards import direct from the factory in Switzerland and ship direct to you. All have jeweled-lever movements—all are exceptionally dependable. Guaranteed against original defects in material and workmanship. Ship. wt. each 13 oz. Mailed from Chicago. Order, pay postage from nearest House.

A Self-winding watch. Runs 24 hours on 8 hours wearing. Can't be overwound. Water, dust and shock-resistant. Anti-magnetic movement. Leather strap. Better Quality. 17 jewels.
45 W 753 T—14K yellow gold. Black num.$115.00
45 W 770 T—Stainless steel. Luminous dial. 34.95
45 W 794 T—10K yellow gold filled case; stainless steel back. Gilt numerals.....$34.95

B Water-resistant, anti-magnetic, chromium plated watch. Luminous dial. Entire expansion band, case back stainless steel. Good Quality.
45 W 786 T—17 jewels. Expansion band...$21.95
45 W 781 T—17 jewels. Leather strap..... 17.95
45 W 780 T—7 jewels. Leather strap..... 14.95
45 T 791 T—Like above. 17 jewels. Entire case and expansion band are stainless steel...$24.75

C Automatic, self-winding watch. Can't be overwound. 10K yellow rolled gold plate case; stainless steel back. Better Quality. 17 jewels.
45 T 214 T—With expansion band.....$32.50
45 T 213 T—With leather strap..... 29.95

D Richly engraved case and highly styled Bamboo expansion band. 10K yellow or white rolled gold plate case; stainless steel back. *State choice of gold.* Better Quality. 17 jewels.
45 W 246 T—Expansion band.....$32.95
45 T 950 T—Leather strap..... 24.95

E Simple, symmetrical styling for the conservative man. 10K yellow gold filled case. *State initials for expansion band.* Better Qual. 17 jewels.
45 T 952 T—Expansion band. Two initials..$34.95
45 W 247 T—Expansion band. No initials.. 34.95
45 T 951 T—Leather strap..... 27.95

F Tri-planed crystal and expansion band harmonize perfectly with tri-planed design of this distinctive watch. 10K yellow gold filled case.
45 W 223 T—Better Quality. 17 jewels.....$29.95
45 T 283 T—Best Quality. 21 jewels..... 71.50

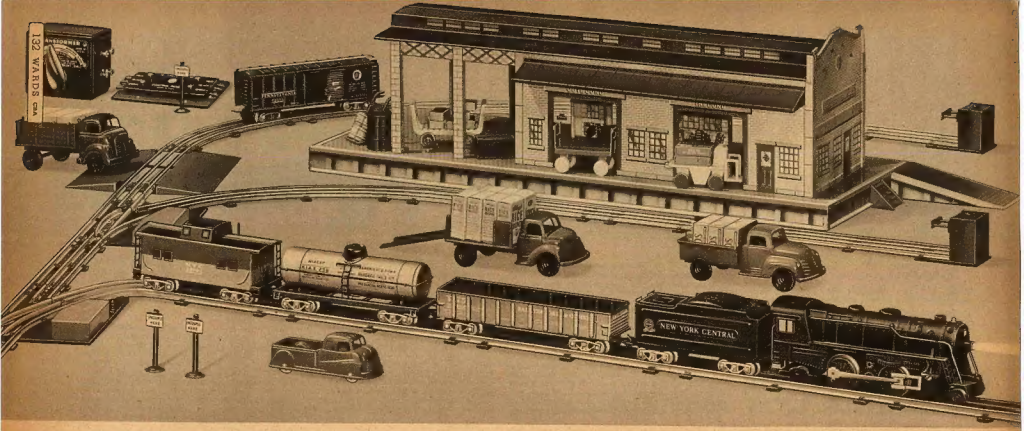
G Yellow 10K rolled gold plate case; stainless steel back. Engraved ends. Good Quality.
45 T 173 T—17 jewels. Link expansion band $23.95
45 T 172 T—7 jewels. Link expansion band 20.95
45 T 171 T—7 jewels. Leather strap..... 16.95

H Massive and definitely masculine in its styling. Yellow 10K rolled gold plate case; stainless steel back. Expansion band with or without 2 initials. Good Quality. *State initials if wanted.*
45 T 170 T—17 jewels. Expansion band.....$22.95
45 T 169 T—7 jewels. Expansion band..... 19.95
45 T 168 T—17 jewels. Leather strap..... 18.95
45 T 167 T—7 jewels. Leather strap..... 15.95

J Richly engraved 10K yellow rolled gold plate case; stainless steel back. Good Quality.
45 T 166 T—17 jewels. Expansion band.....$19.95
45 T 164 T—17 jewels. Leather strap..... 17.95
45 T 165 T—7 jewels. Expansion band..... 16.95
45 T 163 T—7 jewels. Leather strap..... 14.95

K Chromed case with stainless steel back. All stainless steel expansion band. Unusually low price for this Service quality. 7 jewels.
45 W 401 T—With expansion band.....$11.95
45 W 400 T—With leather strap..... 9.85
45 T 402 T—Like above. 10K yellow rolled gold plate; stainless steel back. Expansion band.....$13.95

SHOWN ABOUT ACTUAL SIZE. ATTRACTIVELY GIFT BOXED. PRICES INCLUDE FEDERAL EXCISE TAX.



Marx De Luxe Electric Train with Freight Station

COMPLETE TRAIN SET INCLUDES OVER 100 PIECES—SOLD EXCLUSIVELY BY WARDS—OUR GREATEST VALUE EVER IN AN ELECTRIC TRAIN SET **28.95**

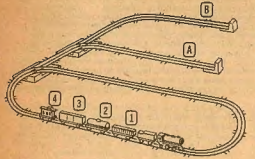
5-UNIT SCALE MODEL ELECTRIC REMOTE CONTROL FREIGHT TRAIN, with 20 pcs. of straight and 9 pcs. of curved 3-rail track—3 uncoupler ramps—3 uncoupler signs—2 remote control electric switches with control panel—transformer—track connector—2 dead end bumpers—plastic grade crossing—four plastic trucks.

A BIG COMPLETE RAILROAD OUTFIT with everything included for a realistic set-up—nothing else to buy. It is completely automatic and the youngster who receives this outfit for Christmas will enjoy it the year 'round. He can throw the switches, back the train up, uncouple cars, run train forward . . . all by remote control. Solve problems of a real train dispatcher. For example work the one at left. This is a 5-unit electric remote control train set, powered by a die-cast locomotive equipped with oilless bronze bearings, piston rod action, die-cast wheels and powerful headlight. The cars: coal and water tender, tank car, gondola, box car and caboose are made of steel and designed in exact lithographed detail. Each car is equipped with automatic uncoupling unit. Three uncoupling ramps supplied with this set enables the operator to uncouple the various cars at these given points through the track layout. Variable speed. Underwriters Approved transformer with built-in circuit breaker for 110–120-volts, 60 Cycle AC. The Freight Station 28¼ inches long x 10⅞ inches wide x 8⅞ inches high, is authentically detailed—with large loading platform, office space, storage area and equipment to load and unload the assortment of miniature freight supplied with the set. Entire train is 46¼ inches long. Outer oval of track measures 208 inches. Total length of trackage 337 inches.

METAL FREIGHT STATION, with plastic steps—electric-type baggage truck— hand truck—platform baggage truck—scale—baggage truck with handle—plastic barrel—oil drum—small crate—large crate —suitcase—trunk—metal barrel skid—6 wooden barrels—6 wooden blocks simulating crates—24 paper cartons.

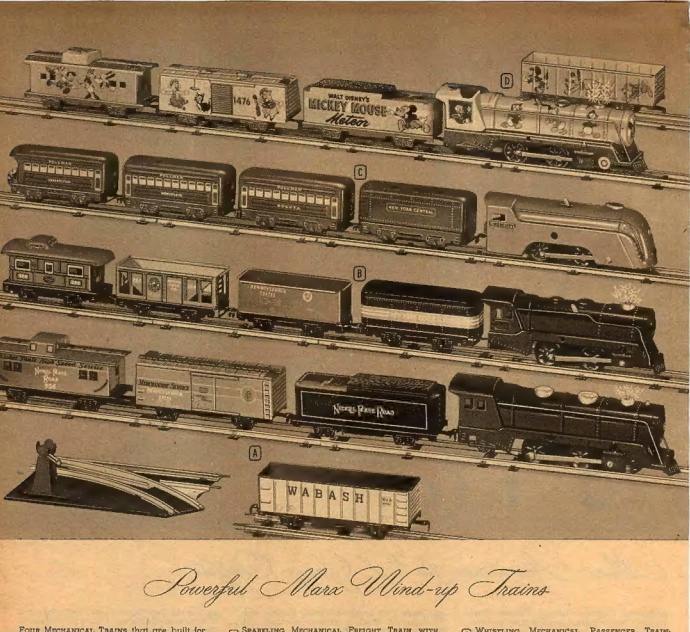
Instructions and track layout included.

48 T 3014 M—Ship. wt. 25 lbs. *Available.* $3 Down . . . . . or Cash **28.95**



SWITCH PROBLEM *for* MARX Deluxe Outfit pictured above. Start with train in position shown. Drop cars 4 and 2 on track A, car 1 on track B. Finish with balance of train on main oval. Do this problem in 8 moves.

EXTRA MARX O-GAUGE 3-RAIL TRACK FOR ELECTRIC TRAINS.
48 T 3120—Set of 4 pcs. Straight track. Wt. 12 oz. . . . 72c
48 T 3121—Set of 4 pcs. Curved track. Wt. 12 oz. . . . 72c



Powerful Marx Wind-up Trains

FOUR MECHANICAL TRAINS that are built for younger children to operate and enjoy with very little or no help from their parents. The boy or girl who is too young for an electric train will have loads of fun with one of these powerful wind-up trains. They are detailed and interesting enough for older children, too, and are ideal wherever an electric train can not be operated. Cars couple and uncouple by hand. Realistic engines shoot harmless sparks (except no sparks on passenger train 48 T 3061); as they speed around the track with bells clinging. Special spring motors are powerful and built to "take it"—can't be overwound; will run a long time on one winding. Engines have brake levers and speed governors to keep train from jumping the curves at high speeds. Track supplied with each set is 2-rail "0" gauge mechanical track. Extra accessories . . . girder bridge, flexible track, water tower, collapsible metal tunnel, railroad rite-o-way signs, plastic grade crossing set, telephone poles and freight station with over fifty pieces of freight house equipment shown on Pages 134 and 135 of this Christmas Book will make your mechanized trains set more fun and give it more realism. Made by Marx . . . well-known maker of toys for children.

If your boy or girl is old enough to operate an electric train with all the realism of reallife trains, equipped with remote control mechanism, see the Gilbert "American Flyer" electric trains and scale model accessories on Pages 130 and 131. Marx electric freight trains and realistic accessories on Pages 132 through 135.

(A) SPARKLING MECHANICAL FREIGHT TRAIN WITH SWITCHES. Five unit train, 37½ in. long, sturdily constructed of lithographed steel. Long running steam-type locomotive equipped with brake and bell; shoots harmless sparks from stack as it runs around the track. Has bell-in governor to regulate the speed of the train and keep it from jumping track as it runs around curves. For additional play value a pair of switches are provided along with the track layout. Train set consists of sparkling locomotive, tender, coal car, high-side gondola, caboose, 10 sections of curved and 4 sections of straight mechanical track (2-rail "0" gauge) and one pair of manually operated switches. Track measures 27 by 54 in. long, circumference of outer track, 137 inches, inner track 120 inches. Winding key and complete instructions for setting up and operating the train included.

48 T 3062—Ship. wt. 6 lbs. 8 oz. 4.69

(B) SPARKLING MECHANICAL FREIGHT TRAIN. All metal train with real-looking steam-type locomotive. There's lots of detail in this engine, from the cow-catcher right back to the engineer's cab. Sparks shoot from smoke stack and bell rings as the 5-unit freight train speeds around the 102 inches of oval track. It's fun to watch . . . and the sparks are harmless. You can't overwind the special long running powerful spring motor. Shiny black engine with bright metal trim and tender . . . other cars have authentic details lithographed in bright colors. Train, 35½ inches long overall, consists of locomotive with brake lever and speed governor, tender, high-side gondola, coal car, caboose. Included with this set are 8 sections of curved track, 2 sections of straight track (2-rail "0" gauge mechanical track). Winding key and complete instructions for setting up and operating the train. Track makes oval layout 27 by 36 in.

48 W 3041—Ship. wt. 3 lbs. 8 oz. 2.89

(C) WHISTLING MECHANICAL PASSENGER TRAIN. Wind it up, throw the lever, and away it goes. All metal construction, streamline locomotive has powerful long-running clock spring motor; can't be over wound; brake lever and built-in speed governor to equalize speed and keep train from jumping track as it goes around the curves. Whistle blows loudly as 5-unit passenger train runs around the track, but locomotive does not shoot sparks. Entire train is lithographed with authentic details in bright colors. Train, 35½ inches long overall consists of locomotive, tender, 2 passenger cars and an observation car. Included with this set are 8 sections of straight track and 8 sections of curved track (2-rail "0" gauge mechanical track), makes an oval 27 by 63 inches long, 155 inches in circumference. Winding key and complete instructions for setting up and operating train set included.

48 T 3061—Ship. wt. 4 lbs. 12 oz. 3.85

(D) SPARKLING MECHANICAL WALT DISNEY FREIGHT TRAIN . . . See the world-famous mischievous, lovable Walt Disney characters riding this new, large all metal mechanical train. Loads of fun to operate and watch. With Donald Duck at the throttle, the 5-unit train races around the oval track with harmless sparks spouting from the smoke stack of the locomotive. Long running clockspring motor that can't be overwound. Walt Disney mechanical train 43 inches long overall consists of the following railroad cars full attractively lithographed with Walt Disney characters: sparkling locomotive, tender, gondola, box car, caboose and enough track to make oval layout 27 inches wide, 63 inches long, 155 inches in circumference. 8 sections mechanical curved track, 8 sections mechanical straight track (2-rail "0" gauge). Winding key and complete instructions for assembling and operating train set incl.

48 T 3060—Ship. wt. 5 lbs. 3.85

Make your Train System more Fun with these

(1) TWIN ELECTRIC DIESEL LOCOMOTIVE . . . scale model of the latest type twin unit diesel locomotives. Accurately designed. Lithographed steel die-cast wheels, and truck. Bright headlight. Oilless bearings. Powerful electric motor. Remote control reversing mechanism. Runs on Marx O-gauge track. Length 25¾ in. overall.
48 T 3045—Ship. wt. 7 lbs.... .....11.45

(2) UNDERWRITERS APPROVED TRANSFORMER. 50-watt. For 110-120 volts, 60 cycle AC. Handle for controlling variable speed of train. Built-in circuit breaker to protect train from shorts. Red re-set button. 2 sets of Binding posts: 1 set, 13 volts for operating accessories, the other set 7-13 volts for controlling speed of train. 5-ft. electric cord and track connector included.
48 T 3122—Ship. wt. 9 lbs. 4 oz.....5.79

UNDERWRITERS APPROVED TRANSFORMER (not shown). 50-watt. For 110-120 volts, 60 cycle AC. 1 set of 12 volts for accessories, 1 set 7-13 volts variable speed for train. 5-ft. Cord, connector.
48 T 3110—Ship. wt. 9 lbs.....3.95

(3) THRU (6) SCALE MODEL "O" GAUGE CARS. All metal, authentically lithographed. Automatic coupling devices. Run on Marx O-gauge track. Ship. wt. each, 12 oz.
(3) 48 T 3112—8½-in. BOX CAR with sliding door.....1.79
(4) 48 T 3113—8¼-in. TANK CAR.....1.79
(5) 48 T 3148—7¾-in. HOPPER CAR.....1.79
(6) 48 T 3114—7¾-in. HI-SIDE GONDOLA.....1.79

(7) MARX ELECTRIC STRAIGHT TRACK. 3-rail, "O" gauge. Each 8⅝ in. long. Ship. wt. set, 12 oz. 48 W 3120—4 Pieces. Straight Track.. . Set 72¢

(8) MARX ELECTRIC CURVED TRACK. 3-rail "O" gauge. Each 10½ in. long. Ship. wt. set, 12 oz. 48 W 3121—4 Pieces Curved Track. . .Set 72¢

(9) FLEXIBLE TRACK. Will make 3-rail track 87½ in. long or 2-rail track 131 in. long. Fits with standard electric or mechanical "O" gauge track. Forms any shape. 58 wood ties. Wt. 2 lbs.
48 T 3126—With 13 connector pins.....1.69

(10) MARX ELECTRIC CROSSOVER TRACK for "O" gauge 3-rail track systems. 7½ by 7½ in.
48 T 3103—Ship. wt. 10 oz.....87¢

(11) REMOTE CONTROL ELECTRIC TRAIN SWITCHES for "O" gauge track. Automatic control from 4-button panel. One left, one right-hand switch.
48 W 3105—Ship. wt. 2 lbs. 8 oz.....Pair 6.79

(12) HAND OPERATED MARX ELECTRIC TRAIN SWITCHES. For "O" gauge track. Has red and green signals. One left and one right-hand switch.
48 T 3104—Ship. wt. 2 lbs.....Pair 2.95

(13) LIGHTED DEAD END BUMPER. Metal. 4 in. high.
48 T 3119—Ship. wt. 8 oz. 1.49

(14) ELECTRIC CIRCUIT BREAKER for use with transformers without breaker. Lights when short occurs; reset after short is fixed. Metal. Use Track Connector supplied with Train Set.
48 T 3122—4¾ in. high. Ship. wt. 10 oz.....1.89

(15) AUTOMATIC ELECTRIC BLOCK SIGNAL. Train stops on red, proceeds on green. 2 track sections, bulb, connectors included. All metal.
48 T 3131—7 in. high. Ship. wt. 1 lb. 6 oz.. .1.87

(16) AUTOMATIC SINGLE BLOCK SIGNAL. Green light shows as train approaches, changes to red until last car has passed. Metal. 8 in. high.
48 T 3123—With connectors. Ship. wt. 13 oz.2.59

(17) ELECTRIC BELL RINGING CROSSING SIGNAL. Bell rings as train approaches. All metal. With track connector included.
48 T 3130—7½ in. high. Ship. wt. 10 oz.. . .1.89

(18) TWIN LIGHT ELECTRIC LAMP POST. Metal. With two 12-volt bulbs; connectors. 7½ in. high.
48 T 3134—Ship. wt. 10 oz.....1.45

(19) SINGLE LIGHT ELECTRIC LAMP POST. Metal. With 12-volt bulb; connector. 7½ in. high.
48 T 3117—Ship. wt. 10 oz.....1.19

(20) ELECTRIC AUTOMATIC FLASHER. Lights flash as train approaches. All metal, 7¾ inches high, with bulb and track connector included.
48 T 3128—Ship. wt. 10 oz.....1.87

(21) AUTOMATIC ELECTRIC CROSSING GATE. 9-in. arm lowers when train approaches, raises after it passes. Metal; glass reflector. 7½ in. high.
48 T 3132—With connector. Wt. 1 lb.....1.87

(22) AUTOMATIC SEMAPHORE with lights. Arm drops as train approaches. Metal. 9 in. high.
48 T 3115—With connector. Ship. wt. 8 oz. .2.59

(23) STEEL TRESTLE BRIDGE WITH LIGHT. Fits electric or mechanical train systems. Adjustable snap-on clip holds light socket and reflector. Aluminum finish. Track connectors. Bridge 23½ in. long.
48 T 3145—Ship. wt. 1 lb.....1.89

(24) COLLAPSIBLE METAL TUNNEL with lithographed landscape design. 10 inches long.
48 T 3109—Ship. wt. 1 lb. 6 oz.. .....89¢

(25) WATER TANK. Plastic. Adjustable spout.
48 T 3150—8¼ in. high. Ship. wt. 10 oz..89¢

(26) ELECTRIC FLOODLIGHT TOWER. Lights adjust. Metal; 11¼ in. high. With 2 bulbs, connector.
48 T 3133—Ship. wt. 10 oz.....1.45

(27) LIGHTED SWITCHMAN'S TOWER. Electric. Metal, with bulb; connector. 9¼ in. high.
48 T 3107—Ship. wt. 10 oz. 1.49

Marx Electric Trains with Remote Control and Transformers

A COMPLETE MARX ELECTRIC FREIGHT TRAIN WITH WHISTLING STATION. An exceptional value . . . 3 scale model cars, locomotive, tender, whistling station. Automatic uncoupling unit. Train operates by remote control from transformer with built-in thermal unit circuit breaker and two binding posts for extra accessories. Can be started ahead, stopped or started in reverse with variable speed. Includes:

Electric die-cast locomotive with alloy bearings, bright beam headlight. Coal and water type tender.
Box Car, Gondola, Caboose.
Electric 3-rail O-gauge track, 8 curved, 4 straight sections.
Underwriters Approved 50 watt transformer for 110-120 volts, 60 cycle AC. Track Connector.
Whistling Station—remote control, press a button, hear it whistle. Uncoupling ramp with sign.
Train, 47½ in. long. Track assembles to make 137 inch oval layout. Instructions for assembling and operating train set included
48 T 3023 M—Train Set. Ship. wt. 18 lbs. *Malleable*..... ...16.25

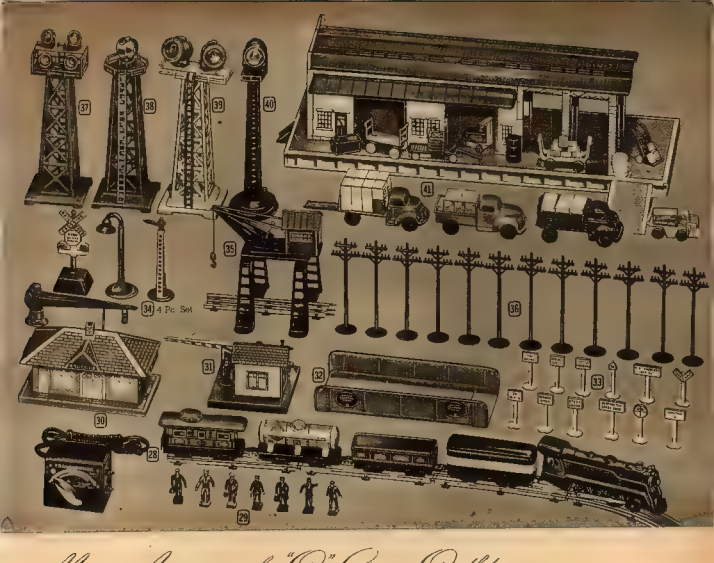
B COMPLETE ELECTRIC DIESEL FREIGHT TRAIN SET WITH ACCESSORIES. Consists of two-unit Diesel locomotive, track and transformer with built-in thermal unit circuit breaker and track connector. Operates by remote control. By manipulating lever, the train may be stopped, started forward or reversed at variable speed. Cars couple and uncouple by hand, easy for youngsters to operate. Includes:

Two-unit electric Diesel locomotive, with alloy bearings, bright beam headlight.
High-side Gondola, Box Car, Caboose, Crossing Sign
Crossover Section, 6-Telephone Poles 3 Railroad Signs.
Electric 3 rail O-gauge track—12 curved, 4 sections straight
Underwriters Approved 50-watt transformer for 110-120 volts, 60 cycle AC with track connector
Entire length of train is 43¼ inches. Track assembles to make figure 8 of 176 in. running track. Complete instructions for assembling and operating train set included
48 T 3022 M—Ship. wt. 12 lbs. *Malleable*..... .... 12.25

C A BIG VALUE IN MARX ELECTRIC FREIGHT TRAINS . . . a complete basic outfit, train, track and transformer with a thermal unit circuit breaker . . . all ready for action. Operates by remote control. Cars couple and uncouple by hand. Train set includes:

Steam-type electric locomotive, of die-cast metal with bright beam headlight.
Tender, High Side Gondola, Box Car, Caboose.
Electric 3-rail O-gauge track—8 curved, 4 straight pieces.
Underwriters Approved 50-watt transformer for 110-120 volts, 60-cycle AC.
Train is 43 inches long overall. Track assembles to make oval layout about 120 inches in circumference. Complete instructions for assembling and operating train set included
48 T 3019 M—Train set. Ship. wt. 10 lbs. *Moveable* 9.69

EXTRA O GAUGE TRACK FOR MARX ELECTRIC TRAINS. Ship. wt. 12 oz.
48 W 3121—4 per Straight ..... 72¢ 48 W 3121—4 per Curved ..... 72¢



Marx Accessories for "O" Gauge Outfits

28 REMOTE CONTROL ELECTRIC FREIGHT TRAIN WITH TRANSFORMER. Complete basic outfit operates by remote control—you can run train around track - fast or slow—without touching the cars. Steam-type locomotive with silless bearings, die-cast wheels with piston-rod action. Bright beam headlight. Four assorted cars are made of steel, brightly lithographed with realistic detail. 9 unit train, 35½ inches long overall, consists of remote control locomotive, tender, gondola, tank car and caboose. Set includes 2 sections of electric straight track and 8 sections of electric curved track (3-rail "O" gauge); track assembles to make oval layout 102 inches circumference. All necessary wires, track connectors and Underwriters approved transformer for 110-120 volts, 60 cycle AC are included. Complete instructions for assembling and operating train included

49 T 3018—Ship. wt. 9 lbs. 7.95

29 RAILROAD FIGURES SET. Seven familiar figures seen around railway stations. 2 travelers, messenger boy, red cap, engineer, conductor, policeman. All metal; realistic colors.

46 T 3141—About 2¼ in. high. Ship. wt. 1 lb. 89c

30 REMOTE CONTROL WHISTLING STATION. Press a button, hear wail of locomotive as it speeds around the track. Mechanism is enclosed in lithographed steel station, but the whistle sounds as though coming out of the locomotive. Control panel, connector and all necessary wires for attaching included. Station 9 in. long, 5¼ in. high.

48 T 3146—Ship. wt. 3 lbs. 6 oz. 3.98

31 AUTOMATIC GRADE CROSSING SIGNAL MAN. As train approaches the crossing, gate lowers, door opens, watchman appears bearing a stop sign in hand. Width overall with gate lowered 11½ inches. All metal. Equipment and instructions for attaching to train set included.

48 T 3140—Ship. wt. 1 lb. 8 oz. 3.87

32 GIRDER-TYPE RAILROAD BRIDGE. All steel with authentic decals of railroad markings. 12x 5½x2 in. For electric or mechanical trains.

48 T 3137—Ship. wt. 1 lb. 8 oz. 79c

33 RAILROAD "RITE-O-WAY" SET. Twelve signs in exact shapes as seen along railroad system. White plastic with raised black letters.

48 T 3151—Ship. wt. 8 oz. ..... Set of 12 for 59c

34 PLASTIC GRADE CROSSING SET. Designed after real grade crossings but is not electric. Crossing gate, will move up or down, with plastic lantern; semaphore with movable arm; crossing signal; lamp post. To be used with either mechanical or electric train sets.

48 T 3144—Ship. wt. 1 lbs. ..... 4-Pc. Set 1.39

35 STEEL DERRICK LOADER. Straddles track with plenty of clearance for train. Derrick on top turns in any direction for loading and unloading cars. 7¼ inches long, 7¼ inches high.

48 T 3136—Ship. wt. 1 lb. 8 oz. 1.45

36 TELEPHONE POLES. Authentically designed two-arm telephone poles Brown plastic, molded in full detail. 7 inches high.

48 T 3138—Ship. wt. 10 oz. ..... Set of 12 for 59c

37 ELECTRIC FOUR-LIGHT FLOODLIGHT TOWER. Floodlights are mounted on a double platform on top of a girder-type tower; can be tilted or made to revolve. Tower is sturdy detailed plastic with metal ladder on rear. Complete with bulbs, wire and track connector 13 in. high.

48 T 3127—Ship. wt. 1 lb. 2.59

38 ELECTRIC REVOLVING BEACON with red reflectors mounted on a platform on top of girder-type plastic tower. Light bulb, wires and track connector included. 12½ in. high.

48 T 3136—Ship. wt. 1 lb. 1.87

39 ELECTRIC TWIN SEARCHLIGHT TOWER. Two powerful searchlights which may be revolved or tilted are mounted on a platform on top of plastic tower. Metal ladder on rear. Light bulbs, wires and track connector included.

48 T 3135—13 in. high. Wt. 1 lb. 4 oz. ... 2.79

40 ELECTRIC SEARCHLIGHT TOWER. Powerful searchlight turns or tilts. Mounted on all metal tower 13½ inches high. Light bulb, wires and track connector included.

48 T 3116 Ship. wt. 1 lb. 8 oz. 1.89

FREIGHT STATION WITH OVER 50 PCS.

41 RAILROAD FREIGHT STATION. Add realism to your train set with this authentically detailed metal freight station with large loading platforms, office space and storage area. Realistic freight handling equipment to load and unload an assortment of miniature freight with this set

The freight station, 28¾ inches long, 16⅞ inches wide, 8¾ inches high, is constructed of sturdy steel appropriately lithographed Reinforced ribbed construction with individual pillars in loading area afford extra stability. Metal ramp and plastic stairway provide easy access to loading platform. Freight house accessories are accurate reproductions in plastic of standard equipment to be found on most freight platforms

Set includes the following: skid, electric-type baggage truck, hand truck, platform baggage truck, platform scale, baggage truck. Freight assortment includes: plastic barrel, oil drum, wood barrels, large crate, small crate, wood blocks simulating crates, paper cartons, suitcase, trunk, and three plastic trucks. Shipped flat—easy to set up in a few minutes by turning over construction tabs in free-fitting slots. No tools necessary

48 T 3125 Ship. wt. 6 lbs. 8 oz. 4.77

Autos for Sidewalk Drivers 2 to 6

A HOOK AND LADDER FIRE TRUCK. Clang, clang goes the bell as the driver and his helper pedal to imaginary fires. Two wood ladders on side Chrome plated hand rails on rear. Chrome plated fire bell bumper and dummy lights. Heavy-gauge steel body to Fire Engine red with white trim. 8-in. disc wheels, ⅝-in. rubber tires. Wood seats and back step. Rubber foot pedals adjust. Length overall 46¾ in. Partly assembled. Shipped by Freight, Truck, Express.
48 T 5481 R—Ship. wt. 46 lbs. 21.00

B CITY FIRE DEPT. TRUCK. Little firemen can race to put out that make-believe fire. Two removable ladders. Step plate and tubular steel rails in rear. Chrome plated fire bell. Steel body Fire Engine red with white trim. 8-in. wheels, ⅝-in. rubber tires. Dummy windshield. Rubber foot pedals adjustable for leg reach. Length overall 41 in. Shipped partly assembled by Freight, Truck, Express.
48 T 5484 R—Ship. wt. 34 lbs. 13.95

C TOWN AND COUNTRY AUTO. For little delivery-men. Steel body design similar to a station wagon; chrome plated details. 11x11-in. space in rear for packages or toys; tail gate opens. 8-in wheels, ⅝-in. rubber tires. Dummy windshield and headlights. Dark red—white and silver trim. Adjustable rubber block pedals. Length overall 44 in. Shipped partly assembled by Freight, Truck, Express.
48 T 5483 R—Ship. wt. 36 lbs. 13.95

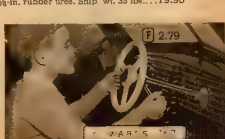
D POLICE CAR "Whrr ... whrr" ... siren really works as make-believe policeman answers radio calls. Dummy radio aerial. Real spot light with red lens (order batteries below). Sturdy steel body in white with black trim. 8-in. wheels with ⅝-in. rubber tires. Rubber pedals adjustable for leg reach. Length overall 33 in. Shipped partly assembled.
48 T 5485M Ship. wt. 25 lbs. *Mailable* 12.45
86 W 3259 X—Batteries for above. Wt. 12 oz. 2 for 18c

E FIRE CHIEF AUTO. For the Chief to use when checking alarms or leading his men to a fire Heavy-gauge steel, edges smoothly rolled. Chromium plated fire bell 8-in. disc wheels, ⅝-in. rubber tires. Dummy headlights. Bright red baked-on enamel finish, white trim Rubber foot pedals adjustable. Length overall 36 in. Partly assembled.
48 W 5462 M—Ship. wt. 28 lbs. *Mailable* 11.45

TORPEDO PASSENGER CAR. Similar to (E) Same features and design. Has windshield. Does not have bell. Chinese red, white trim. Partly assembled.
48 T 5463M—Ship. wt. 28 lbs. *Mailable* 11.45

F DE LUXE JUNIOR STEERING WHEEL. Soft rubber shaft sticks to dash-board or any flat surface with suction cup. Gear shift really moves ... low, high, reverse. 10-in. plastic wheel "Beep-beep" horn.
48 W 5486—Ship. wt. 2 lbs. 2.79

G "CADILLAC" CHAIN DRIVE AUTO. Our finest ... velocipede pedals operate on chain drive mechanism, making it smoothest, easiest of all to operate. Rear axle turns on ball bearings. Heavy-gauge steel body, shaped seat. Dummy headlights, instrument panel. Built-in bumper and rub rails silver painted. 1¼-in rubber tires. Blue with white trim. Length overall 45 in. Shipped partly assembled by Freight, Truck or Express.
48 T 5485 R—Ship. wt. 64 lbs. 24.95
48 T 5482 R—Same as above but is pedal-propelled, without chain drive. Maroon finish ⅝-in. rubber tires. Ship wt. 35 lbs. ... 19.95



Women's Billfolds ... Novelty Designs

13 **Princess Gardner Women's Registrar.** A smart fashion accessory. Rich Trapunto (quilted) design embossed on smooth Lambskin. One-piece construction. Large coin pocket, full size bill section. Leather covered 2-wing pass case. *Colors:* Sun Tan, Red, or Green. *Postpaid.*
60 WP 8913 E—*State color, stamping* 4.74

Matching Key Gard (at left of billfold). Made of same lambskin as billfold above. 4 detachable hooks, card pocket, 3-way zipper closure. *Colors:* Sun Tan, Red, or Green. *Postpaid*
60 WP 8914 E *-State color, stamping* 2.34

14 **Women's Smooth Calfskin Billfold.** Nylon stitched. One-piece turned edge construction with sliding stay to prevent buckling. Two bill pockets—one with zipper. Two card pockets, one with window. Large coin purse. *Colors:* Brown, Red, or Green. Ship. wt. 5 oz.
60 W 8917 E—*State color, stamping* 4.49

15 **Women's Top Grain Cowhide Billfold.** Hand-turned edges, sliding stay design prevents buckling. Two bill sections, one with zipper. Two card pockets, one with window. Coin purse. Removable 4-wing pass section. Gold color metal fastener. *Colors:* Brown, Red, or Green. Ship. wt. 5 oz.
60 W 8905 E—*State color and stamping* 2.98

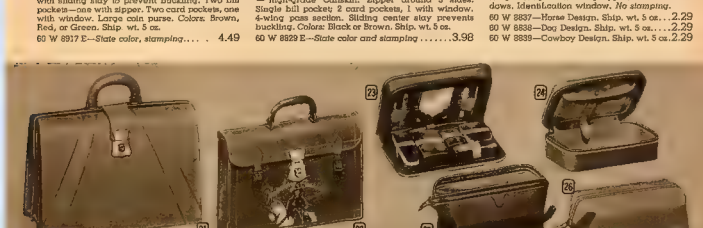
16 **Princess Gardner Junior Miss.** Smooth calf finish New Zealand Lambskin. Has large bill compartment, two card pockets, one with identification window. Roomy coin purse. Snap fastening tab. *Colors:* Brown, Red, or Green. *Postpaid.*
60 WP 8916—*State color. No stamping* 2.40

17 **Calfskin Billfold with 3-Way Zipper.** Smooth with high-grade Calfskin. Zipper around 3 sides. Single bill pocket; 2 card pockets, 1 with window. 4-wing pass section. Sliding center stay prevents buckling. *Colors:* Black or Brown. Ship. wt. 5 oz.
60 W 8822 E—*State color and stamping* 3.98

18 **Women's Smooth Cowhide Billfold.** Colorful top grain cowhide. Bill pocket has zipper, secret section. Card pocket and coin purse. Removable 4-wing pass case. Tab closes billfold securely. *Colors:* Red or Green *No stamping.*
60 T 8912—Ship. wt. 5 oz. *State color* 1.98

19 **Nationally Known Saratoga Duo.** Combination billfold and coin purse of hand-grained Morocco with hand-turned edges. Roomy change purse, 2 bill sections, 1 with zipper. Pass case. *Colors:* Brown, Red, or Green. *No stamping.*
60 W 8915 -Ship. wt. 5 oz. *State color*. 6.79

20 **Embossed Design Billfolds.** Top grain tan cowhide in choice of 3 styles. Braided edges. Large coin pocket. 3-way zipper. 4 built-in windows. Identification window. *No stamping.*
60 W 8837—Horse Design. Ship. wt. 5 oz. . . . 2.29
60 W 8838—Dog Design. Ship. wt. 5 oz. 2.29
60 W 8839—Cowboy Design. Ship. wt. 5 oz. 2.29



21 **Smooth Split Cowhide Bag.** Stay open frame, 7-in. expansion. 3 compartments. Reinforcing bands for long wear. 3-position lock.
60 W 8702—Brown. Ship. wt. 4 lbs. 8 oz. . . . 12.95

22 **Hopalong Cassidy Brief Case.** Smooth brown split cowhide. 2 leather straps. 1 compartment. Imitation leather gussets, reinforced metal corners for long wear. 14 x 10 in.
60 W 8721—Brown. Ship. wt. 2 lbs. 8 oz. . . . 3.79

23 **Fitted Brown Cowhide Kit.** Includes hair and clothes brushes, 4 containers, mirror, comb, nail file. 10½x7¼x2 in.
60 W 8760—Ship. wt. 3 lbs. . 4.98

24 **Unfitted Kit.** Smooth split brown cowhide. 3-way zipper. Washable lining. 9¼x5¼x3 in.
60 W 8758—Ship. wt. 3 lbs. . 3.79

25 **Dopp Kit.** Finest smooth brown top grain cowhide. Full zipper. Inside pocket, washable lining. Turned edges 9x5x3½ in.
60 WP 8765 *Postpaid*. 10.50

26 **Unfitted Top Grain Cowhide Kit.** Washable lining. Zipper. Brown color. 10x6x4 in.
60 W 8772—Ship. wt. 2 lbs. . 5.89

STAMPING NOTICE

Unless otherwise stated, all billfolds and key cases may be stamped with name or initials in Gold Leaf at no extra cost. *Print stamping wanted.* Not shipped C.O.D.

Kits for Make-believe Doctors and Nurses

Children of all ages, starting as young as 3 years, enjoy playing with the many pieces offered in these doctor and nurse kits. While they play, children become familiar with the family doctor's instruments and lose their fear of them.

A COMBINATION TOY DOCTOR-NURSE KIT for group play. Contains plastic aprons for "doctor" and "nurse," fit any age. Toy stethoscope — heartbeats can be heard; flashlight and otoscope (for ears) both really light. Toy X-ray scope, head reflector, 3 cups, glass, spoon, thermometer, blood pressure kit. Two prs. spectacles (no lenses), wrist watch (hands move), soap, metal wash bowl, First Aid box, cotton, gauze, scissors, 2 bottles candy pills, empty bottles, jars, vials. Also charts, signs, Crow-meter, appointment book, other equipment. In cardboard suitcase, 16¼x10¼x3½ in. with plastic handle, snap lock and name plate. Instructions included.
48 T 1915—Ship. wt. 3 lbs. 10 oz. 3.79

B LARGE TOY DOCTOR KIT. Contains doctor's plastic apron, head reflector eye tester, otoscope, stethoscope (hear heartbeats, toy X-ray); magnifying glass; toy watch; thermometer; spectacles (no lenses), gauze; scissors; bottles; jars. Also charts, signs, First Aid box, other equipment. In cardboard suitcase, 15½x9½x3 in.
48 T 1908—Instructions. Wt. 2 lbs. 8 oz. 2.49

SMALL TOY DOCTOR KIT (not shown). Contains doctor's plastic armband; head reflector; thermometer; stethoscope; eye tester; toy X-ray; toy watch, spectacles (no lenses). Also charts, signs, etc. In cardboard suitcase, 13½x8½x3½ in.
48 T 1907 —Instructions. Ship. wt. 2 lbs. 1.39

C LARGE TOY NURSE KIT. Nurses' plastic apron, cap and arm band; ice bag; hot water bottle, nursing bottle; First Aid cabinet; cotton; gauze; thermometer; toy watch; candy pills; medicine spoon; stethoscope—(hear heartbeats); otoscope (for ears); spectacles (no lenses); scissors; "magnifying" glass; charts, signs. Cardboard suitcase, 15½x9½x3 in.
48 T 1914—Instructions. Ship. wt. 2 lbs. 10 oz. . . . 2.49

SMALL TOY NURSE KIT (not shown). Contains nurse's plastic apron and armband; hot water bottle, First Aid Cabinet; stethoscope; spectacles (no lenses); toy watch; thermometer; candy pills; charts; signs; etc. Cardboard suitcase, 13¾x8½x2¾ in.
48 T 1909 - Instructions. Ship. wt. 2 lbs. 1.39

SAVING BECOMES FUN WITH ANY OF THESE SIX CLEVER ACTION BANKS

D TREASURE CHEST BANK. Replica of old pirate chest. Metal painted in gold, white, black. Padlock, 2 keys so treasure is safe.
48 T 893—4½x3x4 in. Ship. wt. 1 lb. 89c

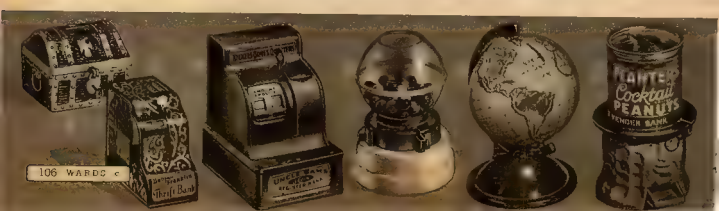
E DIRECT-COIN REGISTER BANK. Bell rings as you deposit nickel, dime, quarter. Door unlocks and can be opened after $10 in coins is saved. Steel—lithographed Ben Franklin design.
48 T 505—6x4x2½ in. Ship. wt. 14 oz. 92c

F UNCLE SAM REGISTER BANK. All metal, black enamel finish. Registers nickels, dimes and quarters. Slot for paper money. Door unlocks automatically when $10 in coins is saved.
48 T 539 6 in. high. Ship. wt. 2 lbs. 8 oz. . . . 3.29

G BUBBLE GUM BANK. Colorful plastic . . . clear bowl. Put in any coin up to a quarter and receive gum as you save. 50 pieces of gum.
48 T 544—8¼x4½ in. Ship. wt. 1 lb. 2 oz. . . . 1.29

H PLASTIC GLOBE BANK. Attractive and educational. Shows the world of today in color. Raised land areas. Takes coins up to half dollar.
48 T 522 —7¼x5 in. Ship. wt. 1 lb. 8 oz. 1.85

J MR. PEANUT VENDER BANK. Made of plastic. Put a nickel, dime or penny in the slot and some tasty peanuts drop out. Complete with 8-oz. can of Planters Peanuts. Easy to refill. 7½x5½ in.
48 T 521—Ship. wt. 1 lb. 11 oz. 2.19



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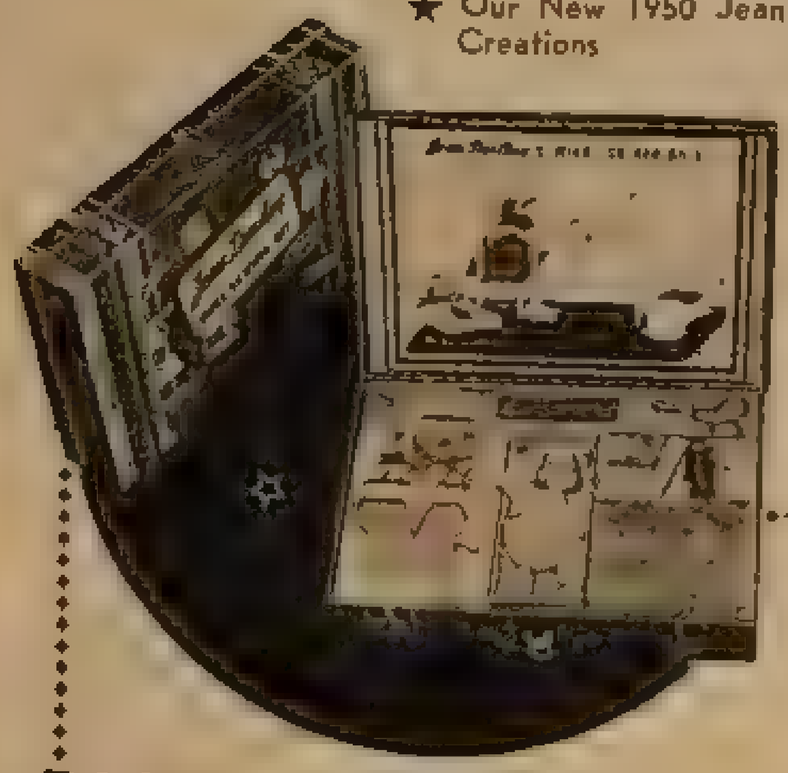

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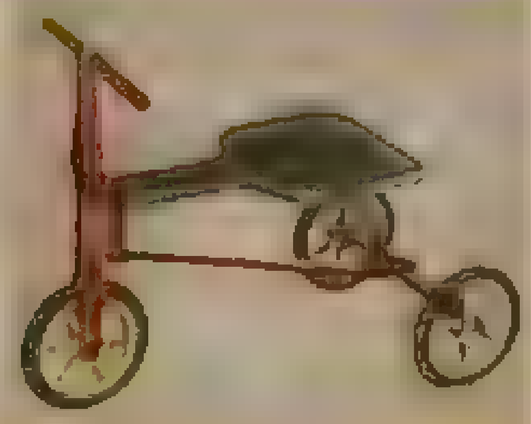

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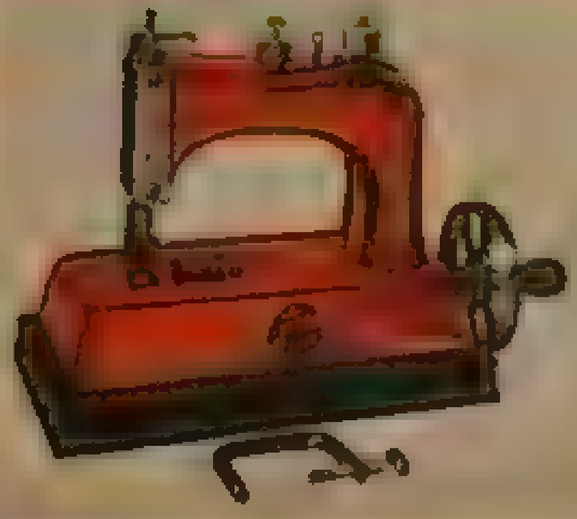

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1930 Boeing's "Monomail" had a stressed skin of Alcoa Aluminum

This airplane looked different—*was* different. The Boeing "Monomail" was America's first low-wing, all-metal commercial plane to be truly streamlined. It had a smooth skin of Alcoa Aluminum, with countersunk rivets to reduce drag. The revolutionary semi-monocoque construction employed aluminum alloys, too, for longerons, stiffeners, bulkheads, wing panels, spars and ribs. It was a big jump toward today's standards!

1950 *ALCOA GETS ROLLING* with Tapered Aluminum Sheet

1945 . . . unknown to America. 1948 . . . experimental. 1949-50 . . . flight-proved in several F 86 fighter planes. That's the story of Alcoa Roll tapered Aluminum Sheet, recently adopted for the wing skin of the U. S. Air Force's Northrop Scorpion F-89 all-weather interceptor, now in full-scale production.

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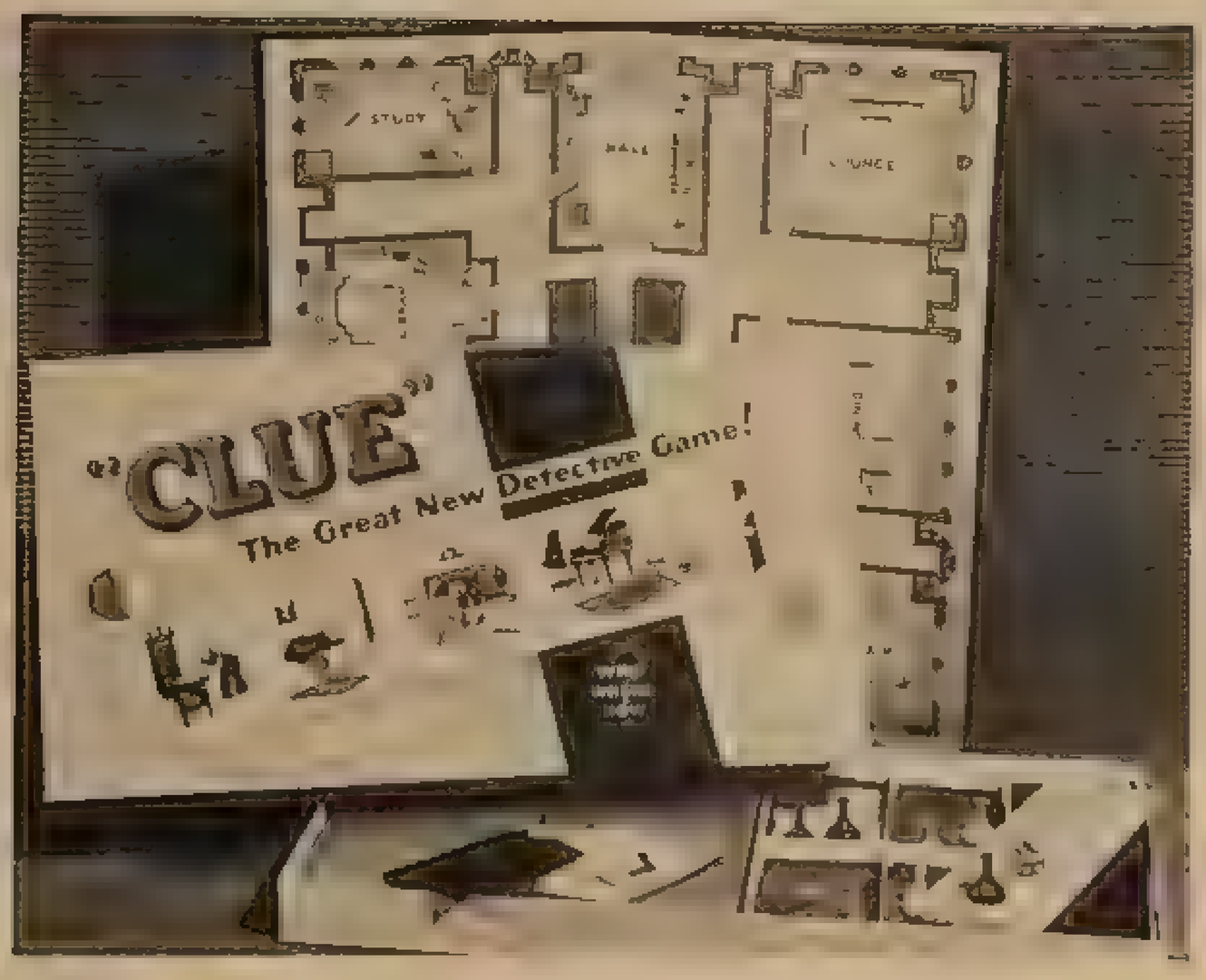

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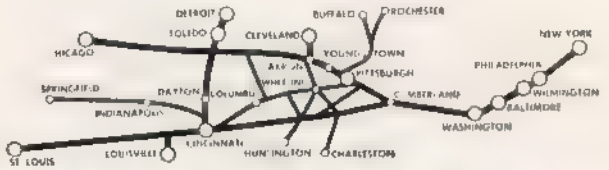
If you like the *extra* pleasures of travel, you will like the B&O; many a person *chooses* it because of these special features.

For instance, we believe in preparing meals just as carefully as you would at home. Our specialties are delightful—unusual dishes, so savory and mouth-watering that you never forget them. We also believe in making you feel at home on the B&O—in anticipating your needs and serving you with a smile.

Another thing folks like is our ability to "get you there on time." During 1949 our feature trains established an on-time record of nearly 90%. So, for travel that is really comfortable and these famous "extras," always go B&O.



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Biggest little tire in the world

TO land the supersonic Skyrocket, designers called for a super-tire They wanted an extremely small tire that would retract into very limited space. A tire strong enough to carry the highest pressure ever used in airplane tires. A tire that would stand up under extremely high loads and landing speeds.

B. F. Goodrich engineers developed the super-tire. They built it in two sizes. For the main wheels—10-ply nylons only 24 inches high, 5½ inches wide. For the nose wheel (above)—an 8-ply nylon 20 inches high, less than 4½ inches wide. Both sizes are designed to carry 200 lbs. air pressure!

These little tires have landed the Douglas-El Segundo Navy Skyrocket in test after test—far more times than specifications required.

If you have a tire problem, look to B. F. Goodrich for the best answer first. BFG research produced the first high pressure tire—to solve the carrier landing problem. The first low pressure tire—to make transport landings smoother. The first tandem twin tires—to land today's largest planes—and many other outstanding tire developments Write about your problems to *The B. F. Goodrich Company, Aeronautical Division, Akron, O.*

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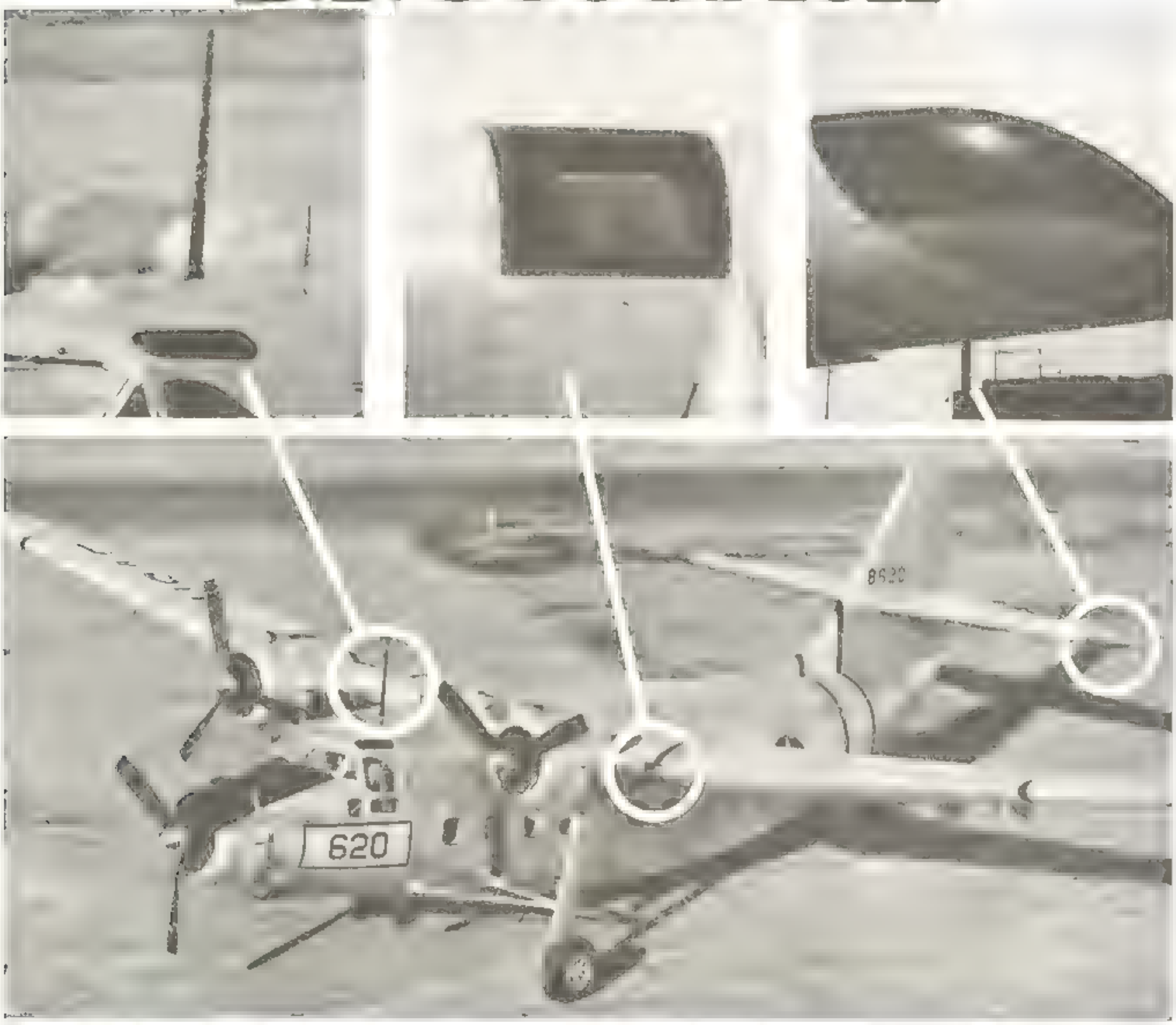

Electric blankets keep new Arctic plane from freezing

THIS NEW TRANSPORT, now in production for the military services, has an icy job cut out for it—rescue missions in the Arctic!

Because of the constant cold-weather operation, Northrop had to design the C-125 "Raider" against freezing at all vital points. They called in B. F. Goodrich—the leader in icing research. BFG engineers came up with the answer—an electric "blanket" made in three different shapes to solve three big icing problems!

The "blanket" is thin, tough rubber with a core of resistance wires running through it to supply spot heat. It's used on the radio antenna (photo top left) to keep ice from forming and causing the antenna to snap off in the wind. On the air scoops (photo top center), it keeps ice from choking off the air supply. Heat furnished by BFG electric rubber on the elevator horns (photo top right), keeps them from freezing tight, insures easy control.

Fitting B. F. Goodrich electric rubber to these three widely-different shapes proved to be no great problem.

It fits curved contours like a snug, smooth glove. What's more, it's the most efficient way to put the right amount of anti-icing heat on the right spot. It's light-weight and simple, too. Two lead wires carry the electricity, furnished by the plane's regular power supply.

Whenever you have an icing problem, get in touch with *The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio*

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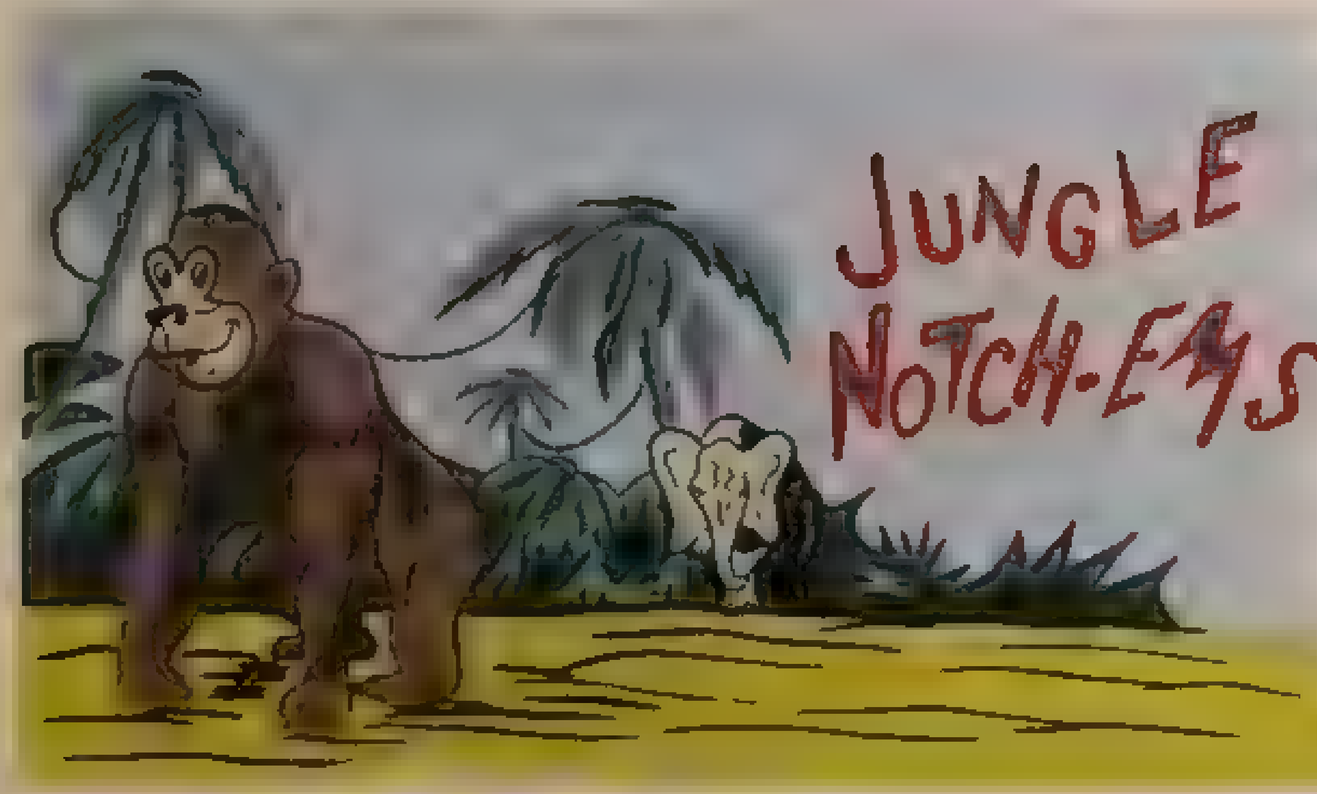
FIRST IN RUBBER



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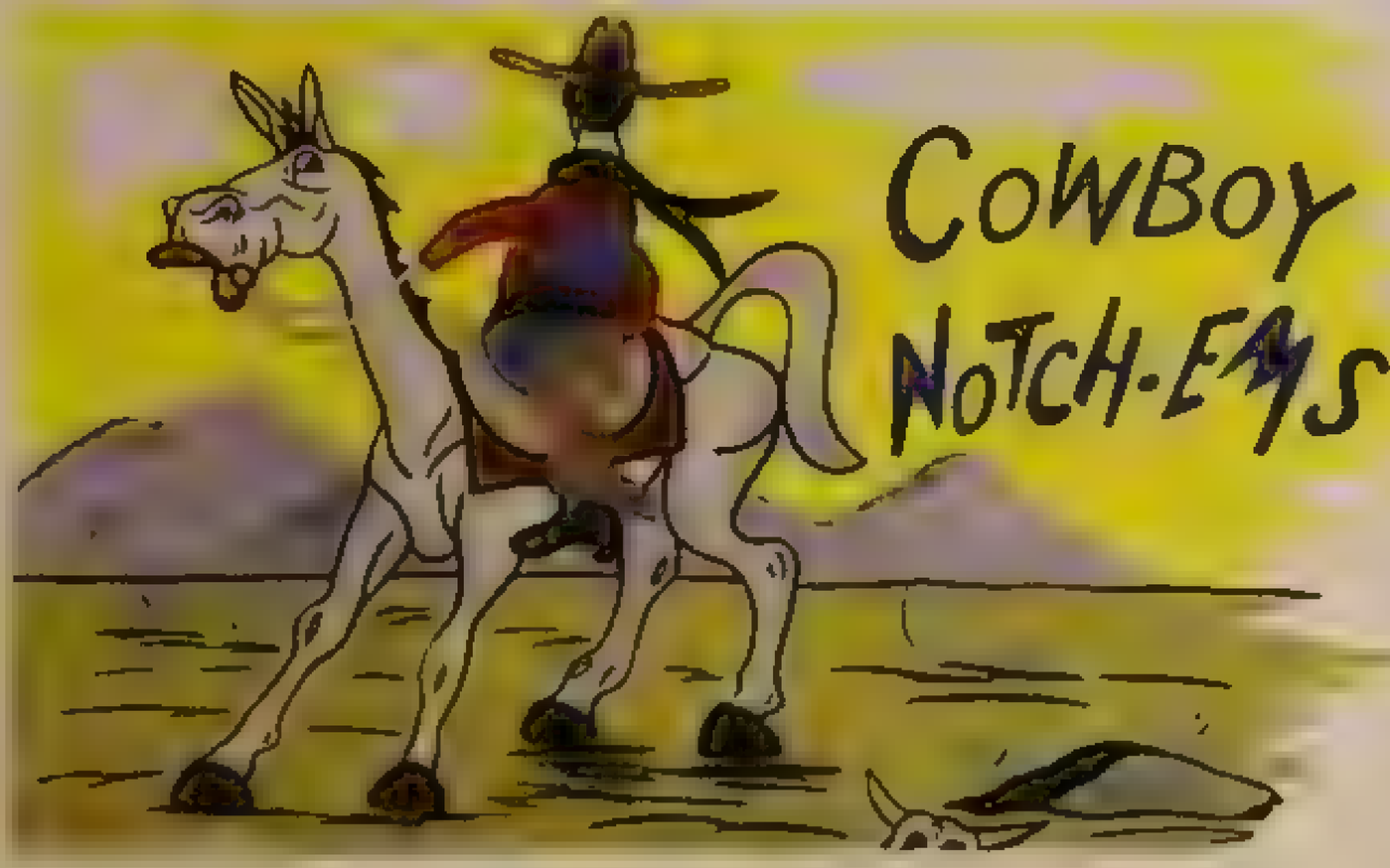
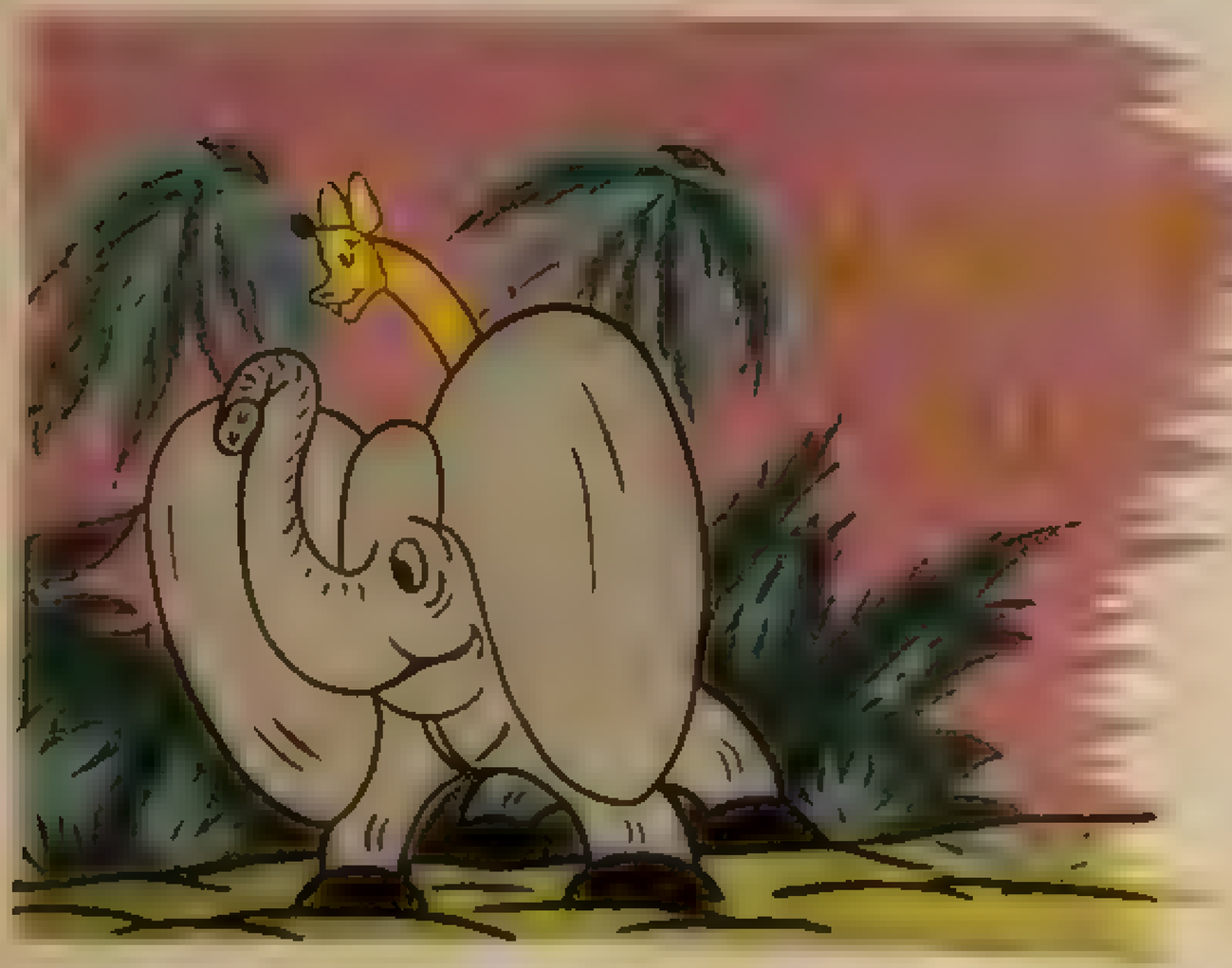
GEROMINO!

From the depths of darkest Africa. . . Eight jungle denizens in full and brilliant colors. The animals are easy to assemble and constitute the perfect fun and educational toy for children.



COWBOY NOTCH-EMS

The wild west lives again in cowboy Notch-Ems. Four horses, two steers and four cowboys make up an irresistable toy for children everywhere. Cowboy Notch-Ems are in full colors and will appeal to mothers as the perfect coordination training toy of the century.



Eight little happy animals in full color. . . Easily assembled by small fry of all ages. Notch-Ems have proven themselves in every market. . . Children love Notch-Em toys and demand them upon sight. Children learn while laughing with Notch-Ems.

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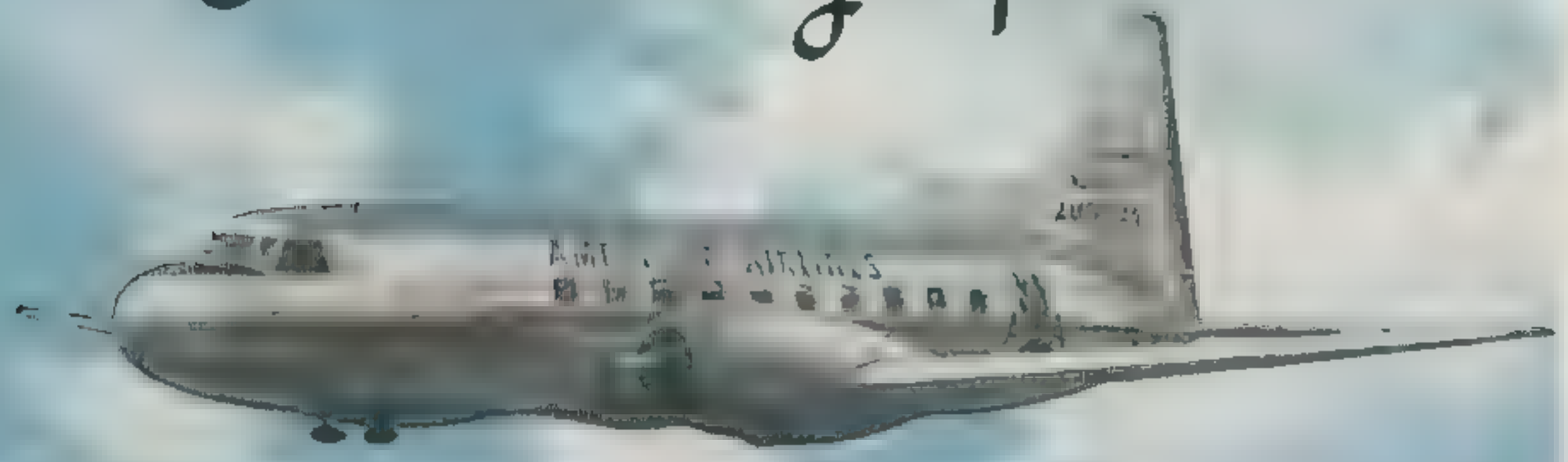

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ALL-ALUMINUM OIL COOLERS
FOR AIRCRAFT ENGINES

HYDRAULICALLY-FORMED BELLOWS
AND BELLOWS ASSEMBLIES

Here's another addition to the roster of famous jet-propelled and conventional aircraft which rely on the superior weight-strength ratio and accurate pretesting of *Feather-Weight* All-Aluminum Oil Coolers.

The increasing reliance on *Feather-Weight* Oil Coolers is due to Clifford's patented method of brazing aluminum in thin sections and to the accurate performance ratings predicted by the Clifford wind tunnel laboratory, largest and most modern in the aeronautical heat exchanger industry. Inquiries about *Feather-Weight* All-Aluminum Oil Coolers will be handled promptly.

CLIFFORD MANUFACTURING COMPANY, 136 GROVE ST., WALTHAM 54, MASS. Division of Standard-Thomson Corporation. Offices in New York, Detroit, Chicago, Los Angeles.

Feather-Weight **CLIFFORD**

ALL-ALUMINUM OIL COOLERS

FOR AIRCRAFT ENGINES

HYDRAULICALLY-FORMED BELLOWS

AND BELLOWS ASSEMBLIES

Man's age-old search for a truly dominant weapon, able to prevent wars or win them, is nearing culmination in the form of guided missiles. This nation's future existence well may depend on America being first to develop, produce and operate guided missiles with highest hit probability for anti-aircraft defense and greatest damage potential for striking back against an aggressor.
The Convair Missile Team, with impressive experience in design, production and flight-testing guided missile warbirds for the Navy and Air Force, is dedicated to perfection of the ultimate in automatic weapons.
Consolidated Vultee's experience is helping America develop guided missiles of pinpoint accuracy for every conceivable mission . . . missiles with eyes to seek, brains to guide and muscles to destroy . . . missiles launched from land, sea or air platform . . . missiles to defend and missiles to strike back . . . missiles to prevent wars —or win them!
CONSOLIDATED VULTEE AIRCRAFT CORPORATION
SAN DIEGO, CALIFORNIA FORT WORTH TEXAS
IN THE AIR—IT'S
CONVAIR

New! Darlene TOY BEAUTY SHOP

9 pieces built to scale—authentic! Action in every piece.

For dolls up to 16"—Complete with Beauty Kit

Hours of Play-value for girls 6 to 14

Hair Dryer equipped with crank gear motor and fan. Guaranteed for life.

9 Pieces
$21.95
SUGGESTED RETAIL

Darlene Beauty Shop is to girls what the electric train is to boys

Quality throughout

- Sturdy, non-breakable construction
- All-metal Chrome plate
- Seats, backs and table-tops covered with Royalite, the new, tough synthetic composition made by U. S. Rubber. It's waterproof, stainproof, color-fast, light, acid-resistant.
- Easy-working drawers in tables
- Non-toxic—non-stainable—no paint used.
- Chairs are adjustable

NOTHING TO ASSEMBLE

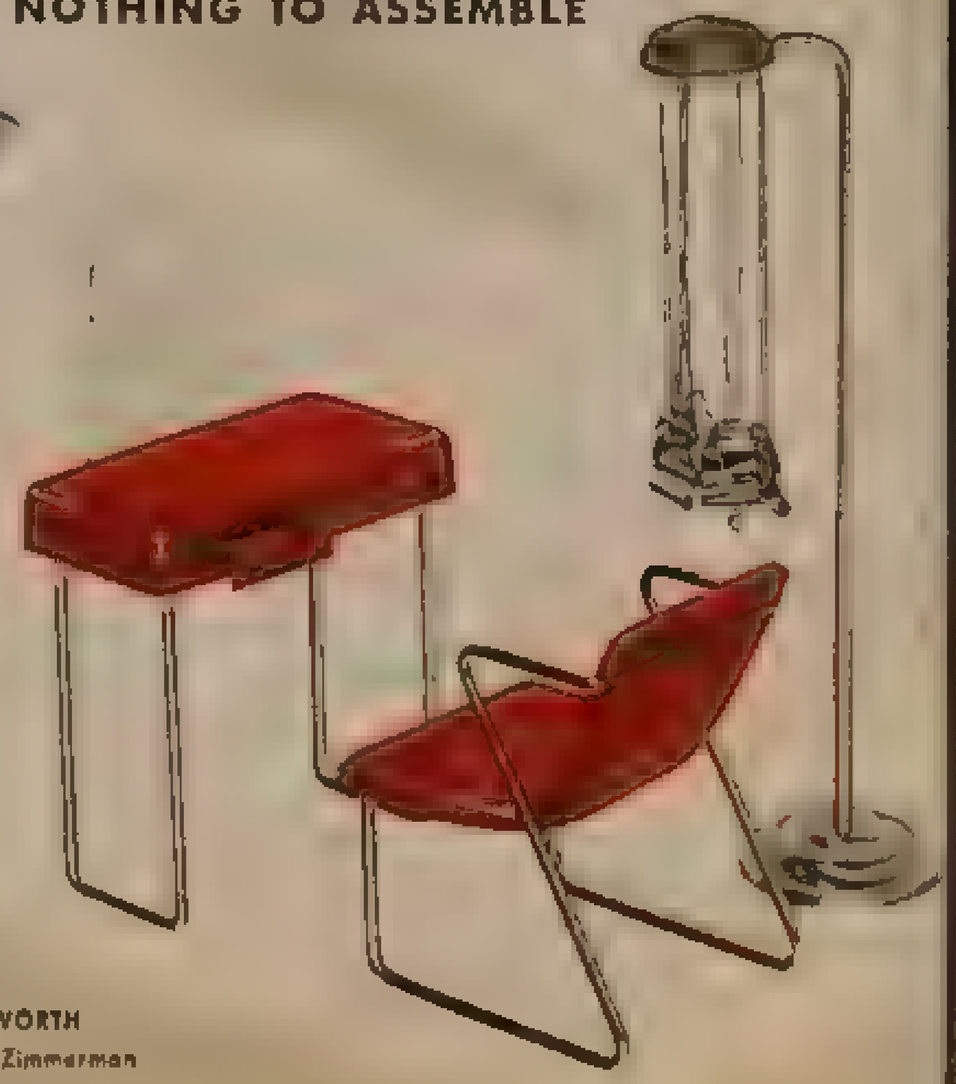
Packed in Gift Carton

Colorful carton helps sell the set—use it for display. Girls can use carton for carrying and storage. It's corrugated and sturdy—200 lb. test.

Weight per carton 11 lbs. 4 cartons to master shipping carton weight 45 lbs.

Darlene TOY BEAUTY KIT

contains Bubble Bath, Shampoo, Clay Facial, Lemon Rinse, Wave Set, Hand Lotion, Nail Polish. Guaranteed non-toxic, Stainproof and Washable. Also comb, bobby pins, curlers, shampoo cape, and elastic belt to hold doll in chair. Instruction folder for beauty treatments.



DARLENE TOYS, INC.

6614 West Diversey Avenue • Chicago 35, Illinois

NEW YORK	CHICAGO	FORT WORTH
Ernest Nathan	Edwin R. Friedlander	Surkamer & Zimmerman
1186 Broadway	1646 Greenleaf Ave.	1006 Jennings

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DE SOTO MANUFACTURING COMPANY

HOME OF *De Soto Dolls*

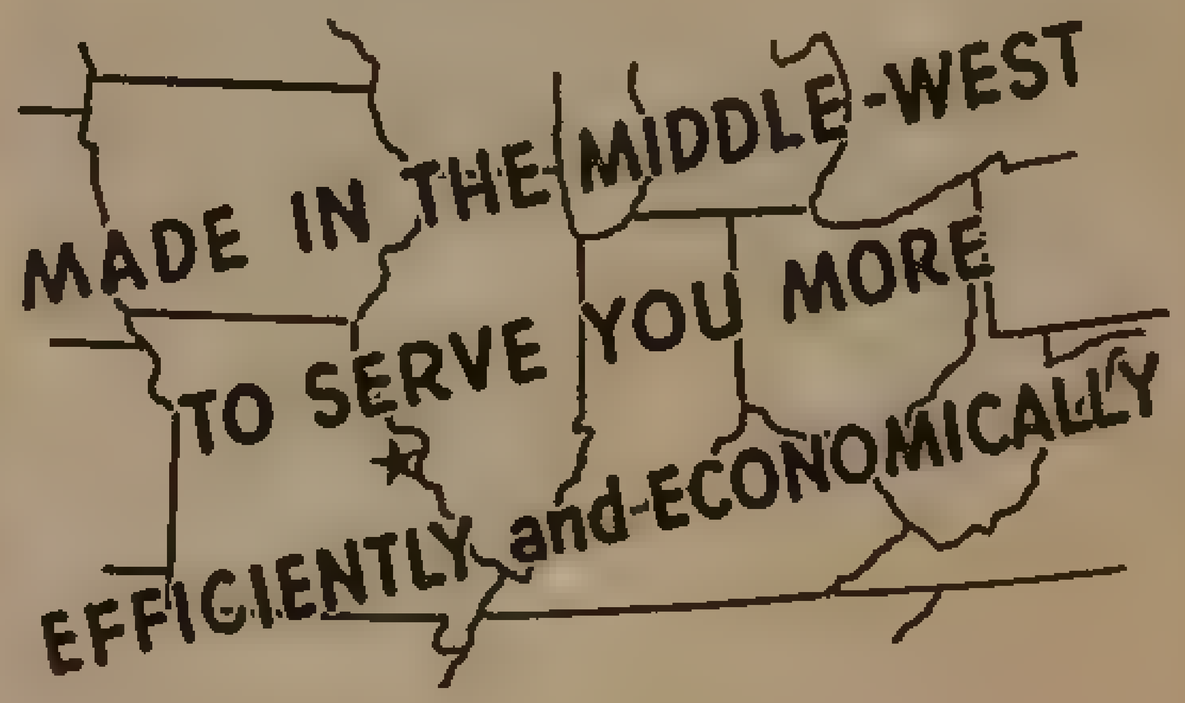
No. 2600
"Randy"
Goes to
the Circus

Your Customer buys

De Soto Dolls

because they are

- INDIVIDUAL IN STYLE
- OUTSTANDING IN QUALITY
- POPULAR IN PRICE



SEE OUR **1950** LINE
AT THE
TOY FAIR
HOTEL McALPIN
Room 1107

Permanent Showroom

1405-A MERCHANDISE MART

CHICAGO 54, ILL.

De Soto Manufacturing Company

REPRESENTATIVES:

Glenn B White & Associates
1151 Market St
San Francisco Cal

Glenn B White & Associates
1151 S. Broadway
Los Angeles, Cal.

Daniel Boone & Associates
225 Merchandise Mart
Portland Ore

P. C. Brockman & Associates
1710 N Decatur Road N E
Atlanta Ga

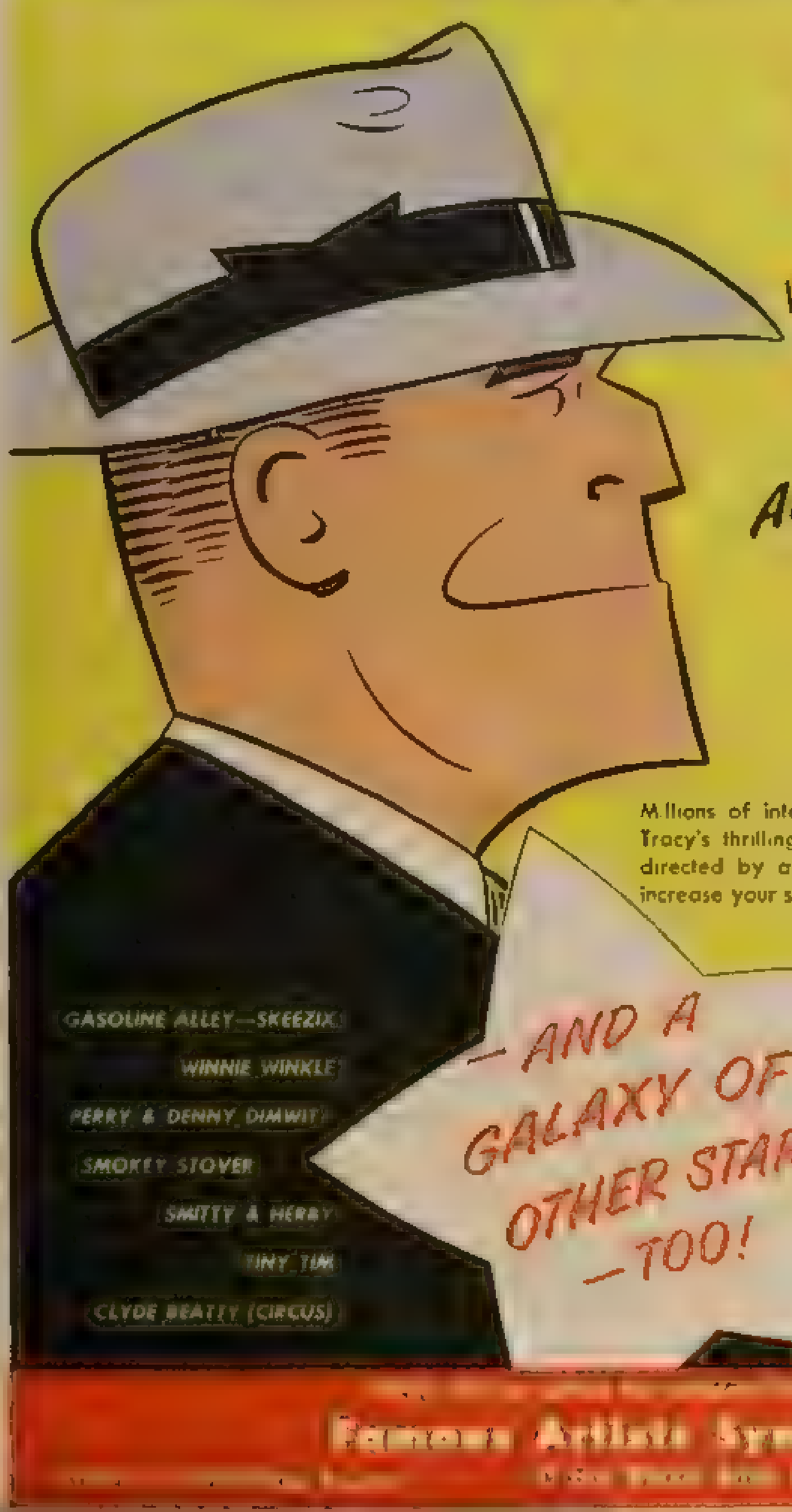
Bert Radow
2125 Noble Road
Cleveland Ohio

TO INCREASE YOUR SALES—

HITCH YOUR PRODUCT TO A STAR

DICK TRACY

THE TOP CARTOON OF THEM ALL!



DICK TRACY

AND DICK TRACY JR!

Millions of interested newspaper readers follow Dick Tracy's thrilling adventures daily. This intense interest, directed by a tie-up to your products, can help you increase your sales and profits.

GASOLINE ALLEY—SKEEZIX

WINNIE WINKLE

PERRY & DENNY DIMWIT

SMOKEY STOVER

SMITTY & HERBY

TINY TIM

CLYDE BEATTY (CIRCUS)

—AND A GALAXY OF OTHER STARS —TOO!

LITTLE ORPHAN ANNIE

SMILIN' JACK

SCARLET O'NEIL

LITTLE JOE

THE GUMPS

SWEENEY & SON

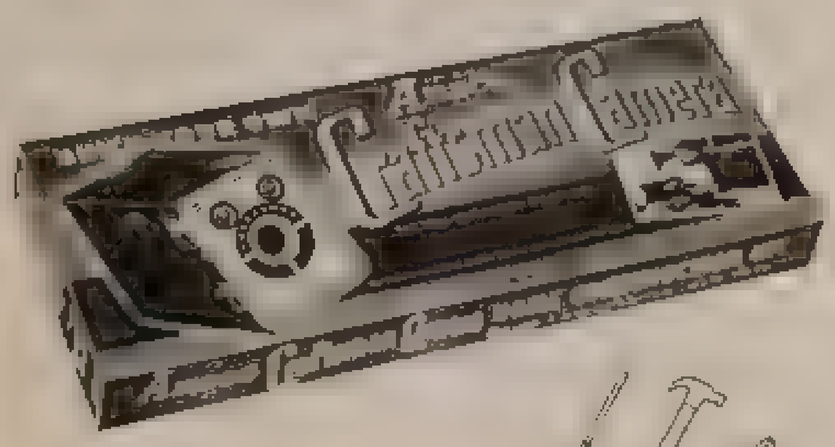
HAROLD TEEN

Famous Artists Syndicate

[redacted]

ORDER TODAY!

- A GREAT GIFT...FOR KIDS FROM 9 TO 90!
- A PROFIT-BUILDER THAT SELLS ON SIGHT!
- A CAMERA THAT APPEALS TO UNTAPPED MARKETS!



THE ANSCO CRAFTSMAN KIT contains all parts (including lens) finished ready to assemble. Illustrated easy-to-follow assembly instructions and demonstration film picture taking formula included with kit.

A CHILD OF 9 CAN ASSEMBLE IT—using three hand tools found in every average home — screwdriver, pliers and hammer. Proved in actual tests!

New! Even a child can assemble this exciting ANSCO CRAFTSMAN CAMERA CONSTRUCTION KIT!

HERE'S THE HOTTEST CHRISTMAS ITEM IN YEARS!

LOW PRICE! BIG PROFITS! ORDER YOUR STOCK NOW!

At its give-away price, the Ansco Craftsman Kit will sell [illegible]. There will be scores of repeat customers—extra profits the year round. Remember the camera bears the famous Ansco name. Supply is limited. Stock will be the rage!

OPENS UP A BIG, BRAND NEW MARKET!

Today the newest hobby is one of the fastest growing in America's largest sports and toy market. Many of these are new to photography, so what a ready market! With a complete new line at a new low price!

More than ever **1950 IS AN ANSCO YEAR!**

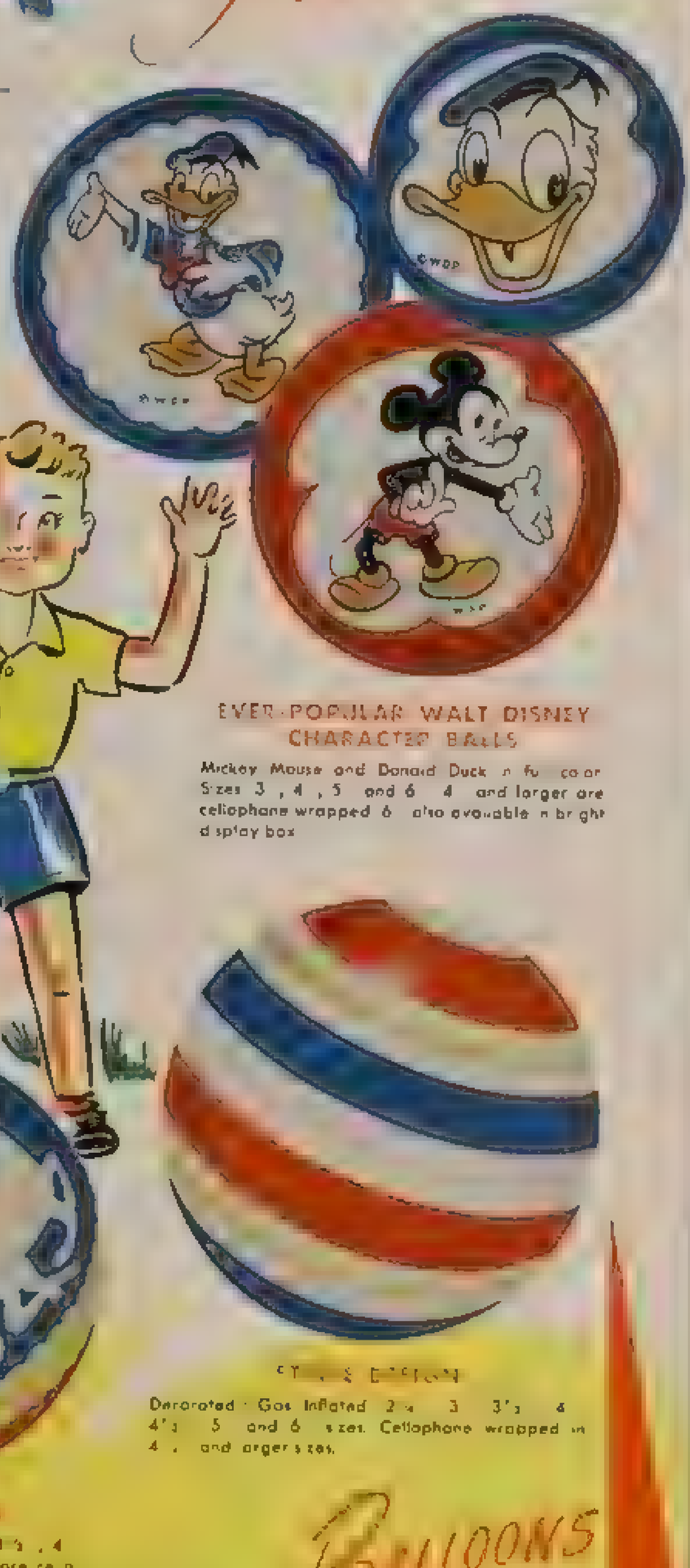
Ansco, Binghamton, New York A Division of General Aniline & Film Corporation *From Research to Reality* Branches in Boston New York Washington Cincinnati Chicago Detroit San Francisco and Los Angeles

EAGLE
PLAY BALLS

American Favorite

FOR GREATER PROFITS—
BUY EAGLE BALLS

BALL OF THE YEAR!
Two Tone Beauty Bounce. High rebound — long lasting, too
Unique velvet-like finish



EVER-POPULAR WALT DISNEY CHARACTER BALLS

Mickey Mouse and Donald Duck in full color Sizes 3, 4, 5 and 6 4 and larger are cellophane wrapped 6 also available in bright display box

A complete sponge ball program in one unit Requires only 2½ square feet of counter space

Decorated Gas Inflated Sizes 3 3½, 4 4½, 5 and 6 4½ and larger are cellophane wrapped

Decorated Gas Inflated 2½ 3 3½ 4 4½ 5 and 6 sizes. Cellophane wrapped in 4½ and larger sizes.

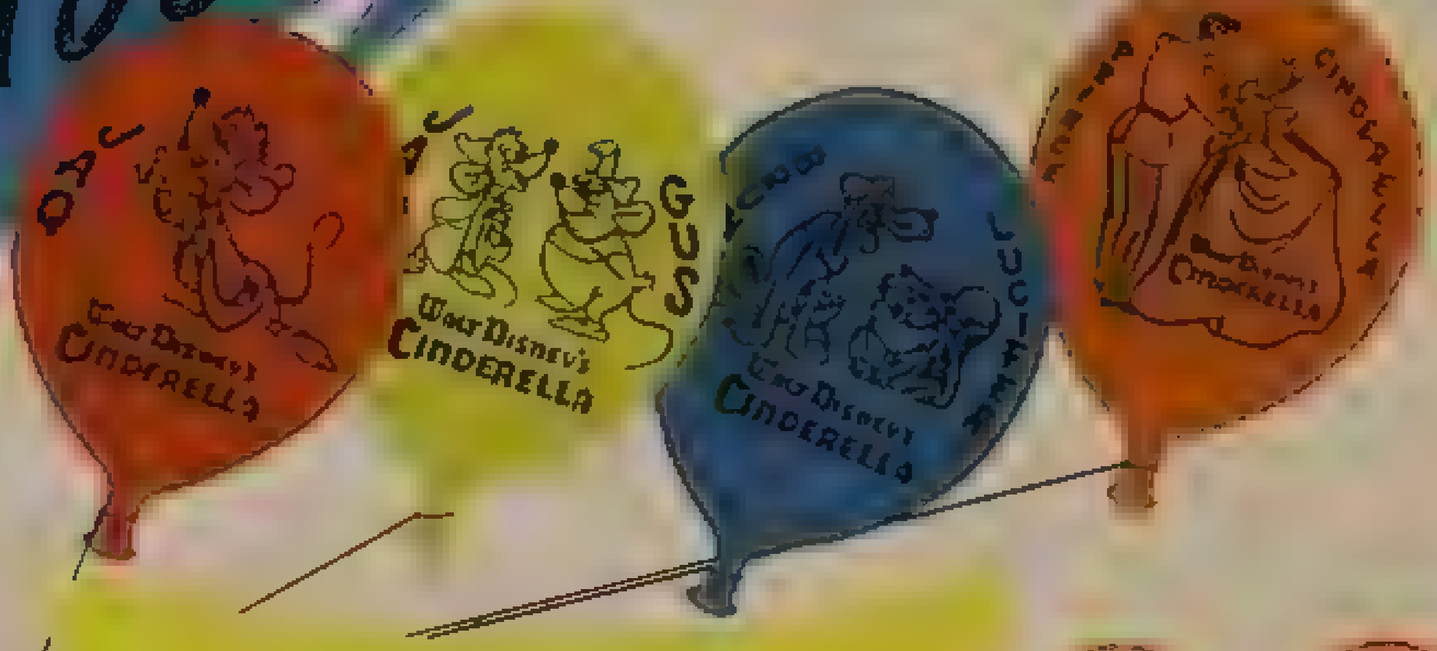
BALLOONS

EAGLE RUBBER CO. INC.
ASHLAND, OHIO

TOY FAIR, ROOM 619, HOTEL NEW YORKER

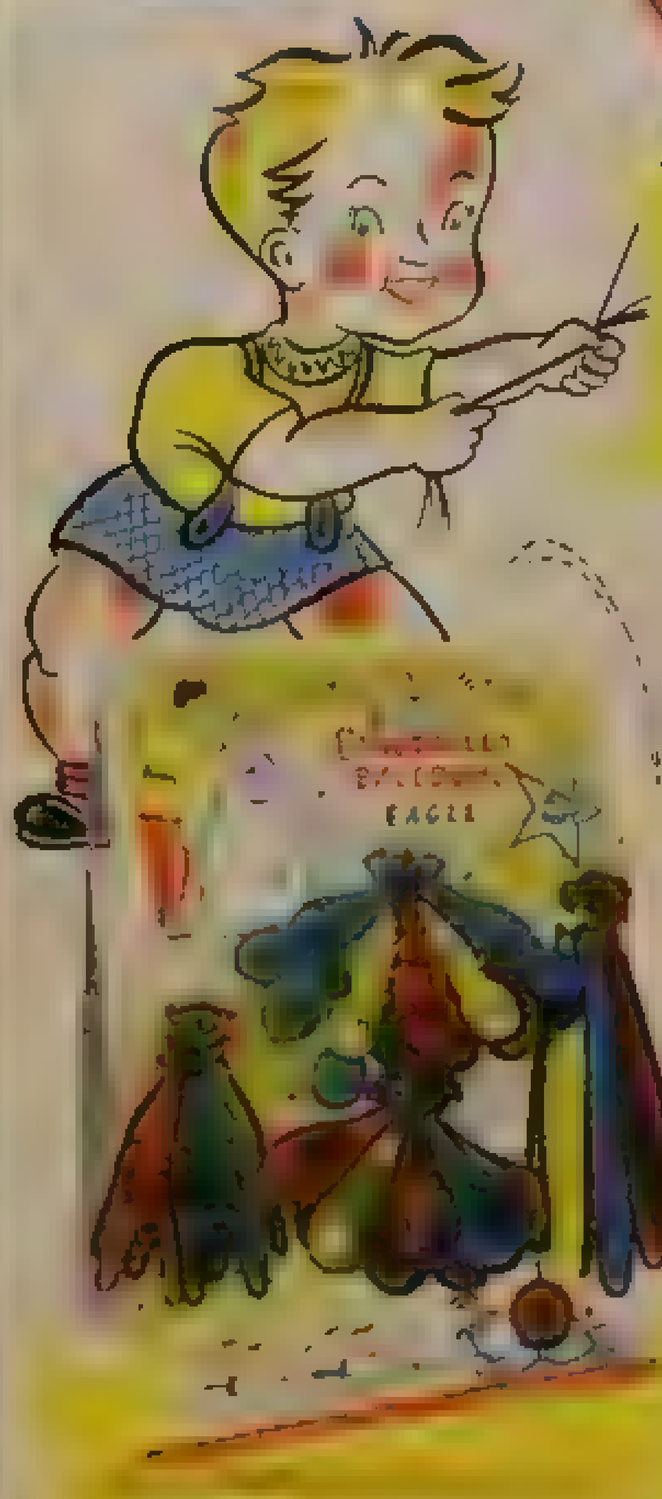
Balloons

BY EAGLE



The main characters from Walt Disney's movie "Cinderella" are imprinted on EAGLE Balloons!

Take advantage of the nation-wide interest in Disney's latest masterpiece



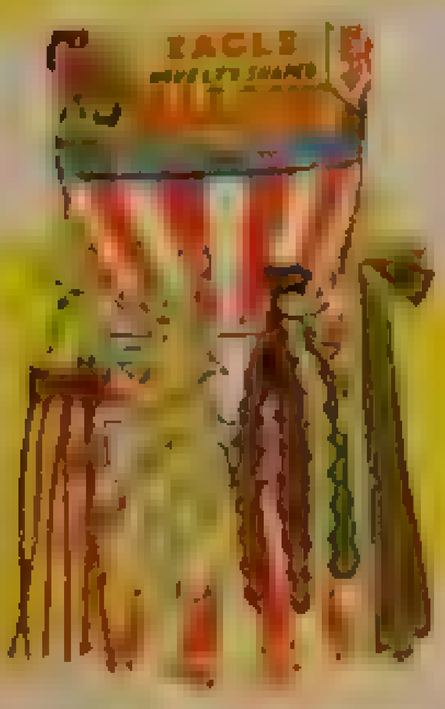
The stars of Walt Disney's "Cinderella" are beautifully imprinted on four novel shaped balloons—Forty-eight 5c retail balloons on each attractive display card

No. 140 (Package, HOPPITY HOP)
No. 133 Bulk
POP-LIKE ACT ON TOY THAT REALLY HOPS

Comes in bulk with instruction tag attached—6 to 12 in individual package

MICKEY MOUSE HOPPERS

A favorite with all children. Gay Colors—Clear Prints—Inflatable Ears. Available by the box or in bright packages



ASSORTMENT

Four dozen 5c Novelty Balloons. Mounted on a colorful merchandising unit Easy to Display—Fast Selling

EAGLE RUBBER CO. INC. ASHLAND, OHIO

ORDER NOW

TOY FAIR, ROOM 619,
HOTEL NEW YORKER

NOW...CASH IN ON

MICKEY MOUSE CANASTA JR. FOR LITTLE FOLKS

twice as appealing with famous DISNEY CHARACTER CARDS

RUSSELL'S BRAND NEW

New Burnished Gloss Finish makes cards stain-proof, easy to deal.
Keeps cards new-looking!

OPENS UP A WHOLE NEW MARKET OF CANASTA PLAYERS — THE YOUNG FOLKS

Mickey Mouse Canasta Cards — the newest addition to Russell's popular card games! Smaller-sized decks — for little hands — colorfully decorated with Mickey Mouse and his lovable friends. Adults use them, too, because they're fun to play with — take up less space on the table. Packaged to catch the eye! Priced to move fast!

RUSSELL'S games & toys

RUSSELL MANUFACTURING COMPANY, LEICESTER, MASSACHUSETTS

See **This Exciting New Canasta Set And the Complete Russell Line On Display At THE TOY FAIR — Rooms 602-604. Hotel McAlpin**

RUSSELL'S LIBRARIES PAY THEIR WAY EVERY DAY OF THE YEAR

give RUSSELL'S fast-moving card-game libraries a big play

(YOUR CUSTOMERS DO)

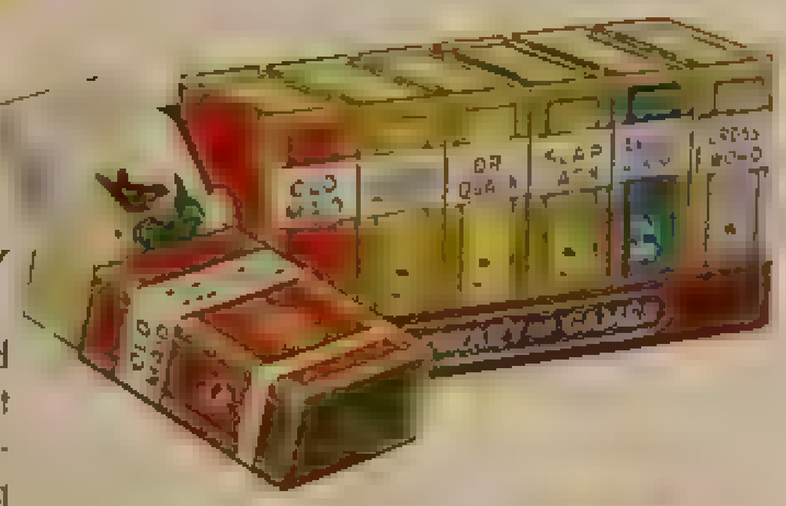
ring up year-round sales with these profitable

LIVELY SELLERS

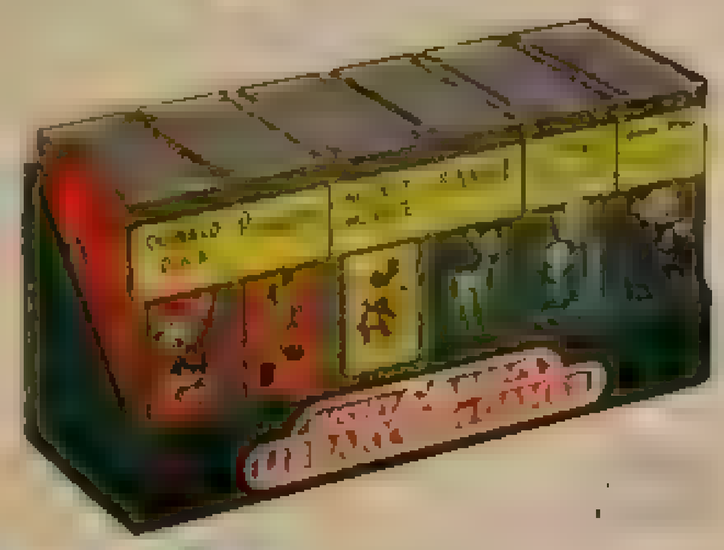
NATIONALLY ADVERTISED TO MILLIONS IN

- The Saturday Evening Post
- The New York Times Magazine
- Children's Activities
- Parent's Magazine

New Burnished Gloss Finish makes cards stain-proof, easy to deal.
Keeps cards new-looking!



OLD FAVORITE LIBRARY OF CARD GAMES
6 decks to a set. 48 small-sized cards to a game. 11 different games in 1 package. Brain-teasers! Skill-testers! Entertaining and educational



MICKEY MOUSE LIBRARY OF CARD GAMES
Jam-packed with fun! Convenient small-size cards decorated with favorite Disney characters, drawn by Disney artists in full color!

Wholesale Prices . . . That Have Never Gone up

Be Sure To See The New Mickey Mouse Canasta Junior And Other Exciting Games Russell Is Showing At The Toy Fair—Rooms 602-604, Hotel McAlpin.

RUSSELL'S games and toys

RUSSELL MANUFACTURING COMPANY, LEICESTER 0 MASSACHUSETTS

FAST TURNOVER • VOLUME PROFITS .... *Ring Up Year Round Sales With These Profitable, Lively Sellers!*

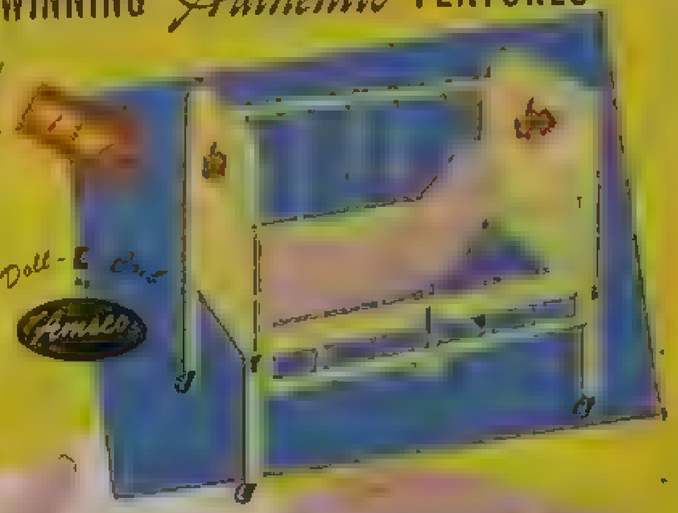
ALL-STEEL Doll-E Beds

PACKED FULL OF AMSCO'S WINNING *Authentic* FEATURES

26" Doll-E-Crib

...big comfy ... and extra-roomy Amsco reproduction designing gives you these amazing values:

- Panelled head and foot board both with color of the day
- Full rubber frame
- Smooth drop side cushioned by no springs
- Ball bearing swivel casters
- Sleek black enamel
- Chrome plated hardware



25" Doll-E-Youthbed
by
Amsco

...ostaying ...matching only kiddies whim. Here's another Amsco winner

- Embossed panel headboard and foot
- Semi-tubular frame
- Sleek black bed spring
- Rigid rubber casters
- Detachable side panels

No. 2 5Y ... Baked ... white, Black, blue, Regular ... length ... width ... panel ... Standard ... panel ... height 18 ins.

Doll-E-Mattress
by
Amsco

A ... all-steel ... pack ... washable plastic ...

No. ... (... No. ...
No. ... Youthbed ...

20"

Doll-E-Bed

Our famous duplicate of a grown-up's panel bed. A sound, low price-craft ... panel!

- Rigid steel link bedspring
- Rigid rubber ... rest casters
- Panel headboard with decal

No. 2... Baked ... metal. Black, blue, Regular ... length ... width ... panel ... Standard ... panel ... height 18 ins.

ALL-STEEL Doll-E Highchairs

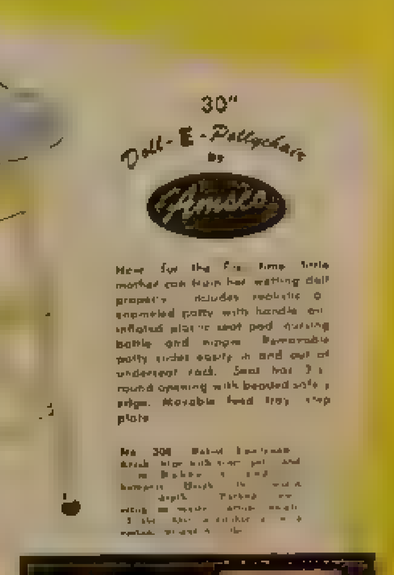
SALES-SATIONAL AT *Every* PRICE LEVEL

18"
Doll E Highchair
by
Amsco

Outstanding value! Blue baked Lustra-nome finish with colorful decal ivory trim. Movable feed tray, step plate, rubber feet. Body of 20 gauge autobody steel reinforced ... steel rod frame.

No. 200 Highchair, ... height ... Panel ... Semi-tubular ... frame ... 20 gauge ... body ... rubber feet ... Movable ... tray ... step plate ... Baked ... enamel ... finish ... Parkay ... ivory ... trim ... weight ... approx. ... lbs. ...

30"
Doll-E-Pottychair
by
Amsco



Here for the first time, ... marked contrast between ... washing doll's property ... includes realistic ... enameled potty with handle ... inflated plastic seat pad, nursing bottle and nipple. Removable potty slides easily in and out of undercarriage rack. Seat has ... round opening with beaded safety ... edge. Movable feed tray, step plate.

No. 300 ... Baked ... enamel ... finish ... edge with ... seat and ... Rubber ... and ... bumpers. ... depth ... Parkay ... ivory ... trim ... weight ... approx. ... lbs. ...

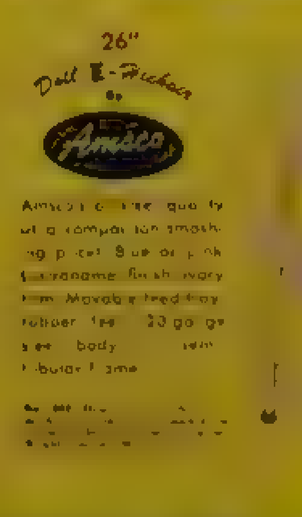
30"
Doll-E-Pitcher
by
Amsco

The deluxe pitcher that tops all competition. Blue baked ... enamel finish with ... colorful decal step plate, ivory ... Movable tray, rubber ... pad, tray bumpers. Semi-tubular ... frame, 20 gauge autobody steel seat and back.

No. 300 ... Highchair ... width ... depth ... Baked ... enamel ... finish ... Parkay ... ivory ... trim ... weight ... approx. ... lbs. ...

26"
Doll E-Pitcher
by
Amsco

Amsco's ... quality at a comparatively small ... price! Blue or pink ... nome finish, ivory ... trim. Movable feed tray, rubber ... 20 gauge ... steel body ... semi-tubular frame.



AMERICAN METAL SPECIALTIES CORP.

NEW YORK 200 FIFTH AVENUE GENERAL OFFICES AND PLANT—HATBORO PA

ALL STEEL Doll-E-Baths

27"
Doll-E-Bath
MORE FEATURES THAN YOU EVER SAW BEFORE!

Doll E Bath by Amsco

STEEL TRAY

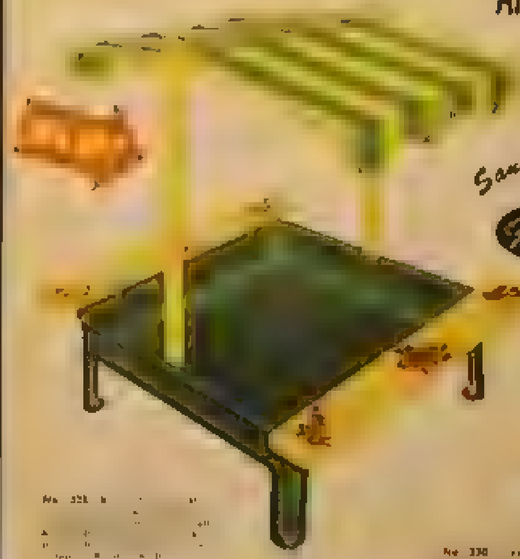
No 321

Amsco's Full-Size Outdoor Play Sensation

Sand-E-Wade

ALL-STEEL SANDBOX

Big 40 x 50 bases. Floor to top depth 12". A Sand E Wade models have exclusive unibody base of deep drawn automobile steel. Legs fit into new shoe joints that allow assembly in 3 minutes. Wide-area feet prevent sinking into lawn. Solid 40 x 8 x 1" plank seats with play time decorations. Rolled 1 inch beads, no sharp edges, no cracks, no welding!



Sand-E-Wade by Amsco

AMERICAN METAL SPECIALTIES CORP.

NEW YORK 200 FIFTH AVENUE GENERAL OFFICES AND PLANT HATBORO PA

New WINNERS with Sure APPEAL

AMSCO in '50

9 EXCITING, ALL-STEEL SALES CREATING Doll-E-Toys

PRE-TESTED for REAL VOLUME

21 PIECE ALL STEEL **Doll-E-Nurser**

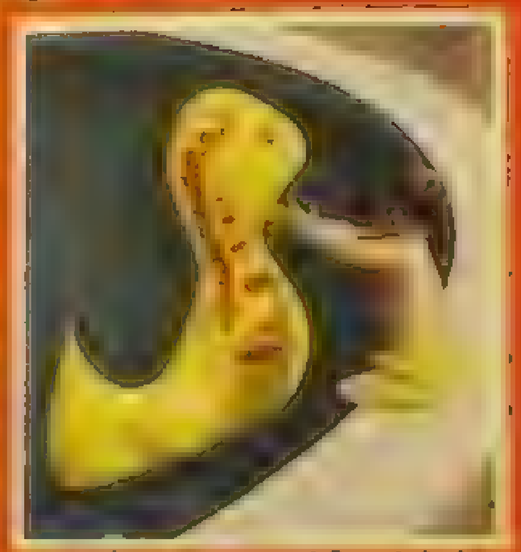
- Blue enamel pot and deep fry pan
- Rustproof bottle rack
- 6 Bottles
- 6 Rubber nipples
- Nipple cleaner and lid
- Plastic funnel and measuring spoon
- Measuring cup
- Bottle brush

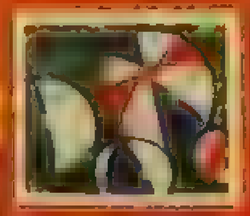
Doll-E-Nurser by Amsco

AMERICAN METAL SPECIALTIES CORPORATION

New York
200 FIFTH AVENUE
Or 3-6789

General Offices & Plant
HATBORO PENNA.





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THEY'RE GREATER VALUE!!!

$5.00

WADING POOL

$5.00

$7.00

$10.00

$14.00

THEY'LL MAKE MONEY FOR YOU THIS SUMMER!

Oh Boy!!! GIANT INFLATED PLASTIC PLAYMATES!

Oh boy is in Demand

CONFERRED TO PARENTS

BULGY – THE WHALE

$2.00

BUILT TO TAKE IT . . . MADE OF TOUGH

We proudly present

the Duchess BRIDE

with the IRRESISTIBLE MOVING EYES

★ 17½ EXQUISITE DOLL, PACKAGED IN SALES-GETTING ACETATE WINDOW BOX

★ BEAUTIFUL ALL PLASTIC BODY WITH MOVING ARMS, HEAD AND BLUE EYES

★ WEDDING GOWN OF SATIN AND LACE DECORATED WITH GOLD TRIM AND MOTHER OF PEARL FLOWERS

Catalog sent upon request

Duchess Doll Corp.

★ 49 EXQUISITE DOLLS BEAUTIFULLY DRESSED IN SILKS, SATINS AND LACES EACH IN THE COSTUME OF A DIFFERENT NATION

★ ALL PLASTIC BODIES WITH MOVING EYES ARMS, AND HEADS

★ PACKAGED IN SALES GETTING ACETATE WINDOW BOXES EXCELLENT FOR MASS DISPLAY AND MASS SALES

the Fastest selling Line in America

SEE OUR COMPLETE LINE
ON DISPLAY AT THE

TOY FAIR

ROOM 670 HOTEL McALPIN

Permanent N. Y. Showroom
• Room 962 •
200 Fifth Ave., N. Y. C.

the original Duchess "Dolls of all Nations"

SALES REPRESENTATIVES

[illegible] Rep
[illegible]
M W M MAN
[illegible]

Midwestern Rep
A ZATOUROFF
[illegible]
[illegible]

[illegible] Rep
P C BROCKMAN
& ASSOCIATES
[illegible]

Southwestern Rep
IRVING CURTIS
[illegible]

[illegible] Rep
HARMOR & CO
[illegible]

[illegible] & Texas Rep
W DAVIDSON
[illegible]

68-11 ROOSEVELT AVENUE
WOODSIDE, L. I., N. Y.

DOVE

2 de Havilland Gipsy Queen engines of 345 b h.p., de Havilland 3-blade feathering-reversing propellers

C.A.A. have indicated their readiness to validate the British Certificate of Airworthiness
for the Dove with Gipsy Queen 70/4 engines

The executive model seats four passengers in exceptional comfort with a fifth seat and table for secretary or stenographer. Many industrial, executive and private owners are among the operators of the 300 Doves to-day in service in thirty countries

For the same range and at the same speed the Dove carries more payload than any comparable aircraft — and far more economically. It has remarkable servicing accessibility and facility

DE HAVILLAND

Sales and Service Agents for North America — de Havilland Aircraft of Canada Ltd., Toronto, Ontario
Designed and built by the de Havilland Aircraft Co. Ltd., Hatfield, England.
Builders of the Comet airliner and its Ghost jet engines.
Associated Companies in Australia, Canada, South Africa and New Zealand.
Distributing, servicing and spare parts agencies throughout the world.

AVRO CANADA C.F. 100

AVRO CANADA C. 102

both

DOWTY *Equipped*

Live-Line Pump and Hydraulic System

Liquid Spring Main and Nose Undercarriages with powered steering

DOWTY CORPORATION • 25 BEAVER STREET • NEW YORK 4 • N. Y.
DOWTY EQUIPMENT LIMITED • CHELTENHAM • ENGLAND
DOWTY EQUIPMENT OF CANADA LIMITED • AJAX • ONTARIO • CANADA

ENGLISH ELECTRIC

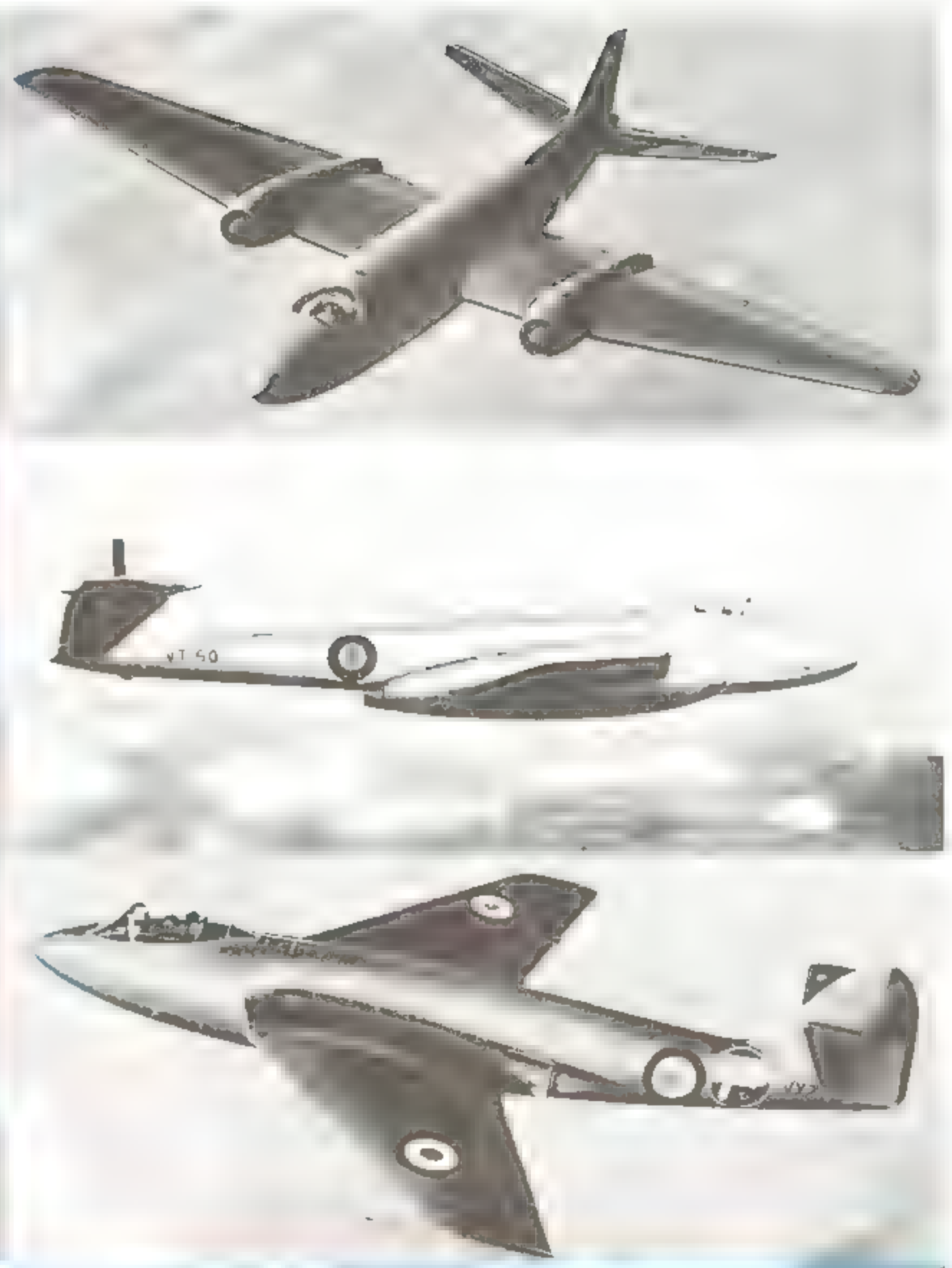
CANBERRA

GLOSTER

METEOR 8

HAWKER

P.1052



DOWTY

Equipped

DOWTY CORPORATION • 25 BEAVER STREET • NEW YORK 4 • N. Y.
DOWTY EQUIPMENT LIMITED • CHELTENHAM • ENGLAND
DOWTY EQUIPMENT OF CANADA LIMITED • AJAX • ONTARIO • CANADA

Tom Thumb

Toy TYPEWRITER

LATEST SENSATION IN EDUCATIONAL TOYS

No 449

- LETTERS ARRANGED SAME AS STANDARD KEYBOARD . .
- INDIVIDUAL KEY OPERATION . .
- SHIFT KEYS .
- BALL BEARING CARRIAGE . .
- STANDARD ½" RIBBON . .
- RED WRINKLE FINISH .
- BLACK WRINKLE TRIM .

Weight 9 lbs

Add-Em

TOY ADDING MACHINE

No 249

A real adding machine for youngsters and grown-ups alike It is practical and mechanically perfect. Adds up to 999. Has three columns of visible keyboard with easy touch control. Heavy gauge steel construction. Made to last a life-time. Finished attractively in baked-on ename

Size: 8½" deep
5¼" wide
3" high

Packed in individual cartons. One dozen to master corrugated shipping container. Weight 25 lbs. F. O. B. Jackson, Michigan.

WESTERN STAMPING COMPANY
JACKSON MICHIGAN

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

The Original Tom Thumb Cash Register

No 248

Patent Nos
2458850, 2458863

DE LUXE CASH REGISTER

- Chrome Plated
- Highly Polished
- Mirror Finish
- Smart Black
- Wrinkle Trim

More Than a Toy . . .
A Real Cash Register

Over 1,000,000 In Joyful Use

OUTSTANDING FEATURES

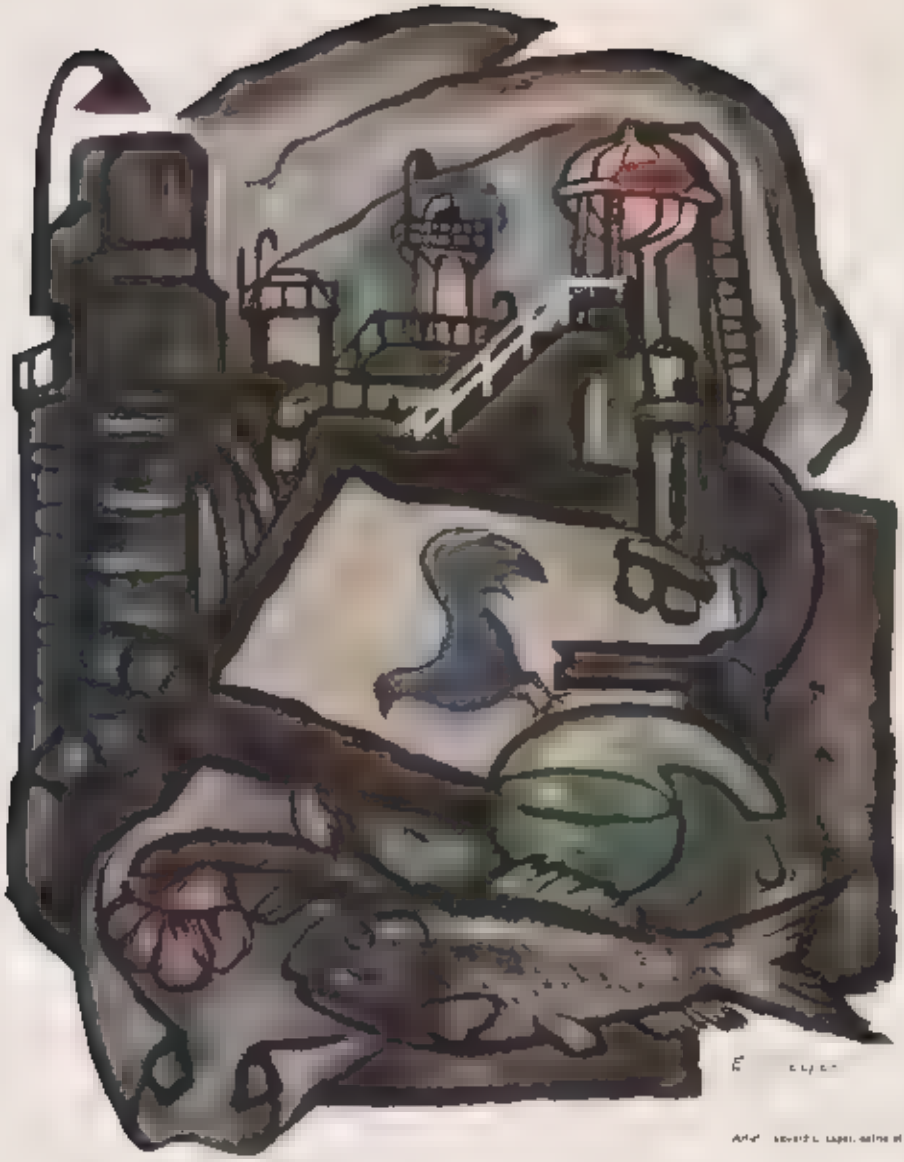
Unbreakable Plastic Window
Electrically Welded Joints
Expertly built to last a lifetime by Technicians with Years of Production Experience
No Sharp Edges
Protective Rubber Feet
Metal Play Money
Takes lowest freight rate due to heavy gauge steel construction

Size: 7¼ inches deep
6½ " wide
7¼ " high

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 46 lbs
F.O.B. Jackson, Michigan

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

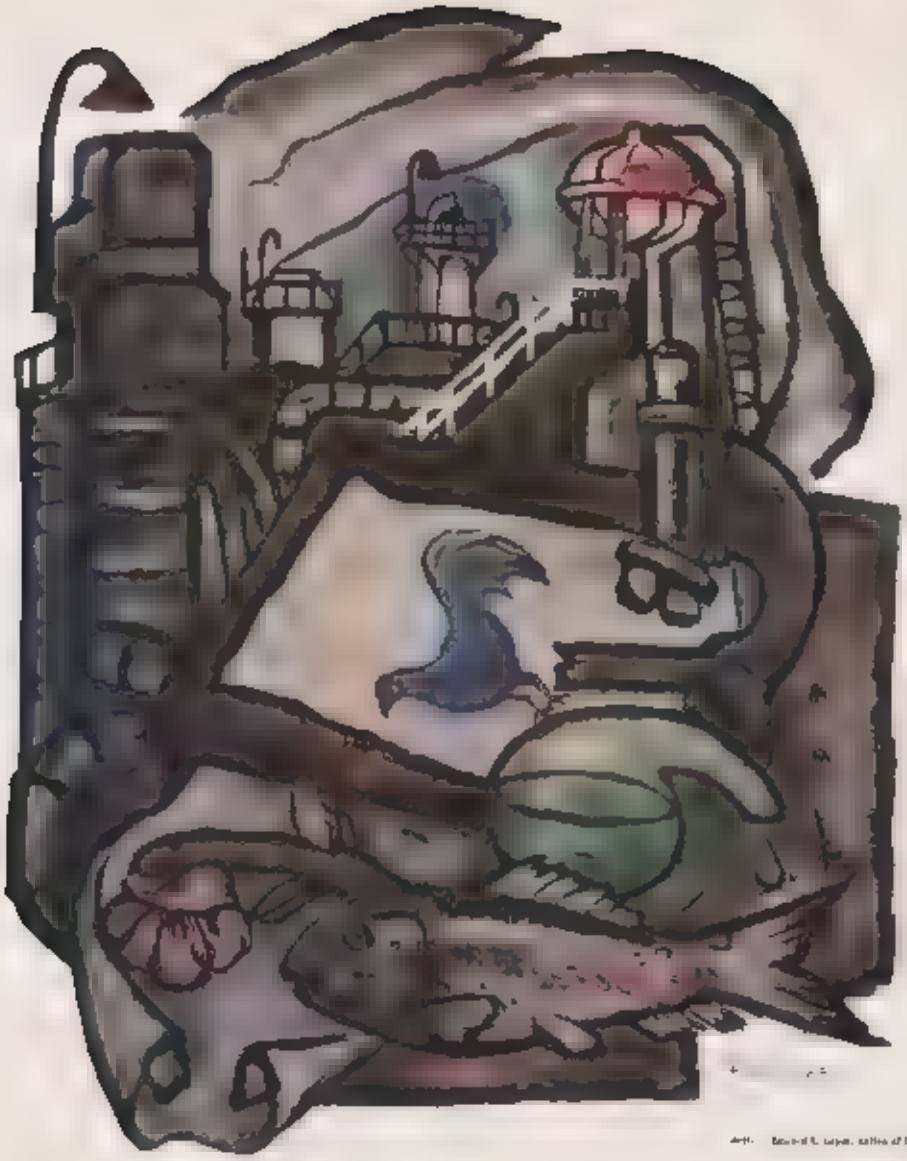
WESTERN STAMPING COMPANY
JACKSON, MICHIGAN



Artist: Edward C. Lapel, native of Delaware

DELAWARE *annual purchases $250 million monthly packaged.*

CONTAINER CORPORATION OF AMERICA



DELAWARE *annual purchases $250 million mostly packaged*

CONTAINER CORPORATION OF AMERICA

The flame with the 14-mile reach

AS YOU RODE A TRAIN on a cold winter's night, you may have caught sight of a bundled-up trackman standing near a switch with a lighted torch. His job is to make sure that ice and snow don't lock the switch in one position.

The Erie Railroad has improved on this practice by installing remote-control gas heaters on switches. These are operated by a dispatcher from a control point as far away as 14 miles—or even farther!

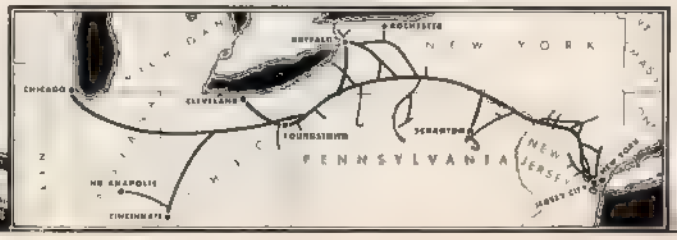
As he traces the progress of the train over his control board, the dispatcher starts the heaters by turning a control switch. Electric current ignites the gas and the flame shoots along the under part of the railhead. Away go the ice and snow, leaving the switch clear for safe operation!

These gas heaters are already installed at key points on the railroad, with more to come. Here is another example of Erie's progressive railroading—the continuous search to improve the safe, dependable transportation of passengers and freight.

ERIE

Erie Railroad

Serving the Heart of Industrial America



Laying rail with brain instead of brawn

LAYING RAIL requires plenty of time, often disrupting train schedules and causing delays.

That's one way of doing the job, but not the way that is becoming standard on the Erie. Here you see a rail-laying crane with special improvements designed by Erie engineers. It does the job better in 25% less time and trains move right through on schedule.

As you can see, the crane runs on bulldozer treads which ride the rails, the ties or the sub grade. A few minutes' work and off the rails she goes, leaving a clear track for Train 98 making a fast run with a hundred refrigerator cars for the New York market.

This machine is typical of Erie's constant search to find better ways of meeting railroad problems and of improving service. You can sum it up in the words "progressive railroading". . . to improve the safe, dependable transportation of both passengers and freight.

ERIE

Erie Railroad

Serving the Heart of Industrial America

(PHOTO COURTESY OF TRANSWORLD AIRLINES)

A Good Sign to Fly to...

As the principal airport serving Madrid, Barajas is fully equipped to accommodate international airliners of all types and sizes. Esso Aviation Products and services are regularly relied on here as elsewhere along the airways of the world. Constant research and development on Esso Aviation Products keep pace and even anticipate the constantly changing requirements of modern aviation. The Esso winged oval symbolizes products of uniform, controlled quality backed by more than 40 years of aviation experience.

**At Barajas Airport and throughout Spain, the marketer of Esso Aviation Products is Standard Oil Company of Spain, S.A.*

Esso
AVIATION PRODUCTS

ESSO EXPORT CORPORATION, AVIATION DEPARTMENT, 25 BROAD STREET, NEW YORK 4, N.Y.

FAIRBANKS-MORSE

Opposed-Piston Diesel Power

For one of the World's First and Finest Speedliners!

Getting Down to Earth

S lk tumbling into empty space, seven hundred fifty ootsoles itching for the impact of solid ground . . . this is getting down to earth in the air age!

Millions of man-hours went into this one moment of sky-borne drama.

For pilots, it meant careful briefings, weeks of practice, hours flying in formation—plus long years of flight training . . .

For crew members, it meant days of mechanical tune-ups and flight checks—based on a wide-ranging technical aviation background . .

For the paratrooper, it meant scores of classroom lectures and demonstrations along with arduous physical conditioning—a perfect coordination of mind and muscle . . .

For the U S. Air Force and the U S Army, it meant the application of world wide combat experience, an extensive training program and a complex and efficient system of screening personnel . .

Getting down to earth is much more than a routine maneuver It is human resourcefulness and engineering skill put to the test. It is the triumph of TEAMWORK in the new air age.

ENGINE AND AIRPLANE CORPORATION

FAIRCHILD

HAGERSTOWN MARYLAND

Avionic Brains!

Advanced aerodynamic design is what you expect when a top team of designers like those of the Fairchild Guided Missiles Division build a missile. But that is only part of the problem in missile manufacture.

A guided missile is packed from nose to tail with complex electronic guidance circuits that must control its flight accurately—even during the shock of launching and the high G loads of tight turns. The *avionic brain* must not "black out" even under loads well beyond those a human pilot can withstand

In Fairchild's missiles, not only the airframe but the complete missile, including the *avionic brains* —that are squeezed into the cramped quarters of the missile's body—are Fairchild designed and Fairchild manufactured

To prove the ruggedness and reliability each missile is subjected to G loads never before asked of electronic equipment, while test apparatus shows how the "bird" stays locked on the target. Flight tests confirm this amazing accuracy and ruggedness

Here is another example of Fairchild research and development, at work for the Armed Services.

Far ahead in the field, Fairchild Guided Missiles are an example of the achievement possible when top-flight aerodynamicists and ingenious electronic engineers tackle closely interrelated problems as a single, united team.

FAIRCHILD ENGINE AND AIRPLANE CORPORATION

Guided Missiles Division

FARMINGDALE, N. Y.

Other Divisions: Fairchild-NEPA Division, Oak Ridge, Tenn. • Fairchild Aircraft Division, Hagerstown, Md.
Fairchild Engine Division, A-Fin Division and Stratos Corporation, Farmingdale, N. Y.

Shooting a bird...

IN THE AIR AGE

THIS IS "shooting a bird" at the U. S. Naval Air Missile Test Center, Point Mugu, California

The "shoot" is the launching of a missile, while the "bird", in this particular case, is the Fairchild CTV-N-9 guided missile.

In a matter of seconds the missile is hurled high into the atmosphere with a deafening roar, propelled by its reaction type motors and auxiliary booster. Separation of the booster occurs as the missile speeds higher and higher into space, stabilized and controlled by the "intelligence" of its electronic guidance systems.

Soon the launching crews and ground observers no longer see the missile . . . but its path is being carefully plotted as it hurls toward its target . . . now under its own homing control.

This "shooting a bird" is but one phase of the Lark project. It is an operation requiring split hair timing and perfect coordination. It is the result of teamwork between the Bureau of Aeronautics, Navy Department, the Naval Research Laboratory and Fairchild engineers and represents a combination of the best in aerodynamic design, electronic controls and precision manufacturing.

Here is another example of a Fairchild *first* and of "shooting a bird" . . . in the Air Age.

ENGINE AND AIRPLANE CORPORATION

FAIRCHILD

Guided Missiles Division

FARMINGDALE, LONG ISLAND, N. Y.

Picture this SOLID COMFORT . . .

You're aboard one of the Frisco's super-streamliners, "The Meteor"... enjoying the luxury of those restful "Sleepy Hollow" seats in the Chair-Lounge-Buffet car... relaxing as this modern, diesel-powered "smoothie" carries you to your destination. And every time you travel between St. Louis, Tulsa, Oklahoma City, keep this picture in mind for a railuxury ride. The Meteor also has bedrooms, roomettes, Diner-Lounge-Observation car, and through sleeping car, Oklahoma to Chicago.

Same solid comfort aboard the diesel-powered Texas Special between St. Louis, Dallas, Fort Worth and San Antonio. Through sleeping cars between New York, Washington and Texas.

FRISCO

5,000 MILES SERVING

Missouri • Kansas • Arkansas • Oklahoma • Texas

Tennessee • Mississippi • Alabama • Florida

NEW TRIPLE VALUE FOR 1950!

"ATTABOY"

PATENT PEND

AN EXCITING GAME–
A TEACHING AID–
AN ENTERTAINING PUZZLE

Retail $1

Something new under the sun—for the whole family. "ATTA-BOY" is a jig-saw puzzle game of 4 panel puzzles containing the basic facts of Arithmetic—so designed that only correct answers will fit in, therefore, boys and girls, 5 to 15 years, learn as they associate the number on the piece to be fitted in with the numbers below and above the holes on the board. For one: an entertaining puzzle—for more than one: an exciting game

FOR THOSE WHO LOVE MATH and FOR THOSE WHO FIND IT HARD

RETAIL—Complete, $1.00

4 Color Box 13½ x 10½ x 1⅜ Inches — Packed 2 Doz. — Wt. 38 Lbs. — F.O.B

ARVIL DAVIS' ATTABOY CO. - WICHITA FALLS, TEXAS

Texas Southwest	Arizona	Mid West	Boston	East	South	Florida
CULLUM & BOREN DALLAS	FRED FERGUSON PHOENIX	WRIGHT SALES MARION, IND.	MASON DIST MATTAPAN STA.	SOLAR ENTERPRISES, INC NEW YORK	PAUL JANIS ATLANTA	HAROLD LAZOW MIAMI BEACH

'33

BUYER AFTER BUYER SAID:

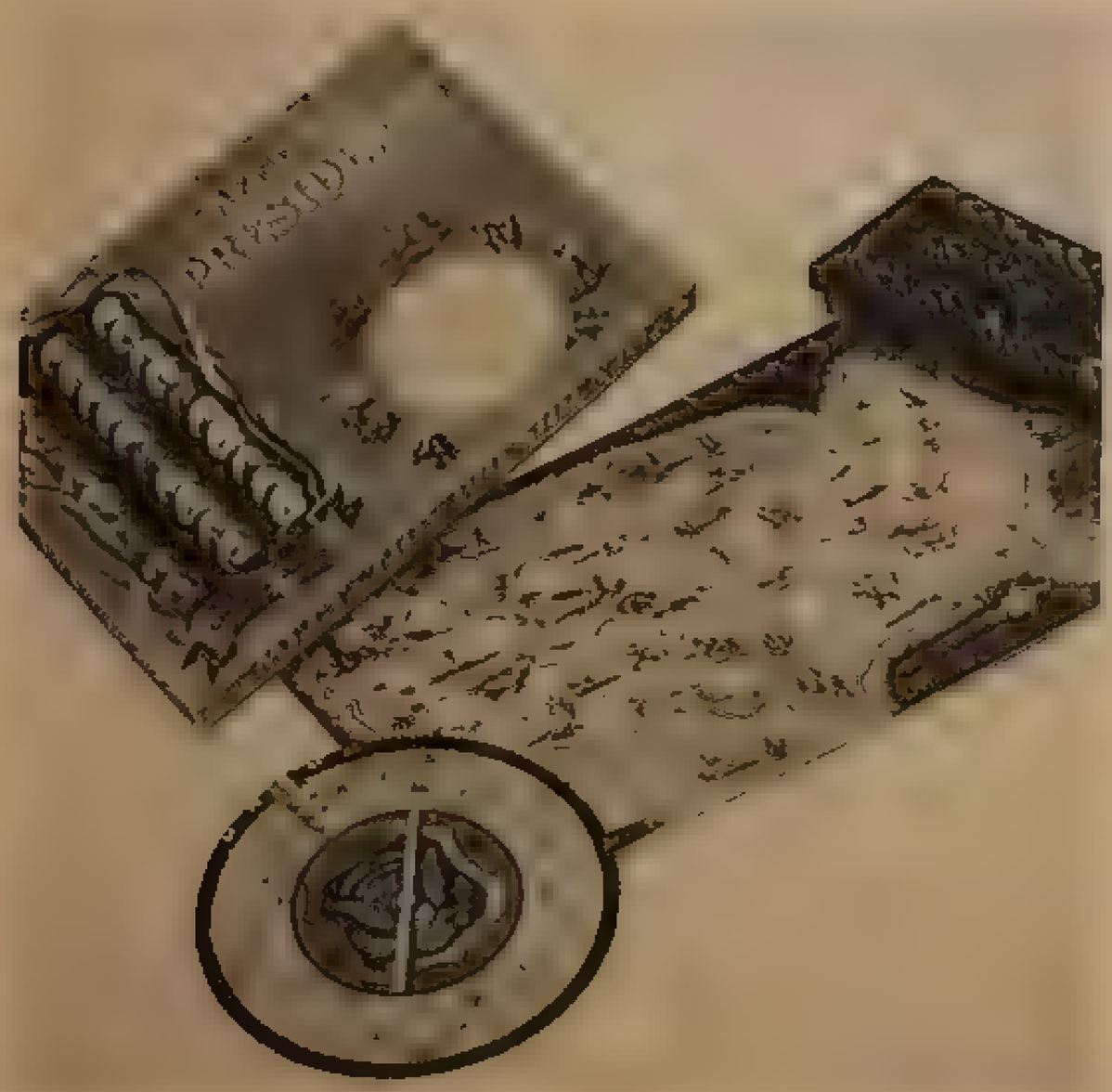
"WHAT WE WANT IS A GOOD $1.00 GAME"

"COWBOY RIDERS AND INDIANS" is as fresh and exciting as a ride across the Western plains. A brightly decorated metal wheel spins off numbers. Four "Wild West" riders move across hostile Indian country, in an effort to reach the safety of the military fort. The printed story along the trail is exciting and results are different each time it is played

Eye appeal and play value, "COWBOY RIDERS AND INDIANS" has plenty of both. That means sales appeal in the big volume, dollar price field. See it, and place your order at our Toy Fair Exhibits.

RANGER STEEL PRODUCTS CORPORATION

PERMANENT N. Y. SALES ROOM
200 FIFTH AVENUE, NEW YORK ROOM 1260
FACTORY
ROSLYN HEIGHTS, LONG ISLAND



- For 2, 3, or 4 players
- 32 golden presidential coins
- Educational, entertaining
- Historical facts of all 32 Presidents
- Full-color folding map board of U. S.
- Giant dyecut spinner
- Each coin a collector's item with brief history of the Presidents
- Visual, educational game backed by parents and teachers
- Sells on sight

S&R REG. U.S. PAT. OFF.

GAMES

★ WILL BE NATIONALLY ADVERTISED

MEET THE PRESIDENTS

. . . first new game sensation of 1950 with an all-year-round sales appeal. "Meet the Presidents" has already hit the jackpot in game sales when it was consumer pre-tested in a few selected areas. Every store sold out. Novel cellophane window on the cover sells the game on sight. Parents and teachers are acclaiming this visual educational game that improves memory, teaches history, and entertains.

Immediate Delivery

SELCHOW & RIGHTER CO.

Makers of Parcheesi

200 Fifth Avenue, New York 10, N.Y.

[redacted]

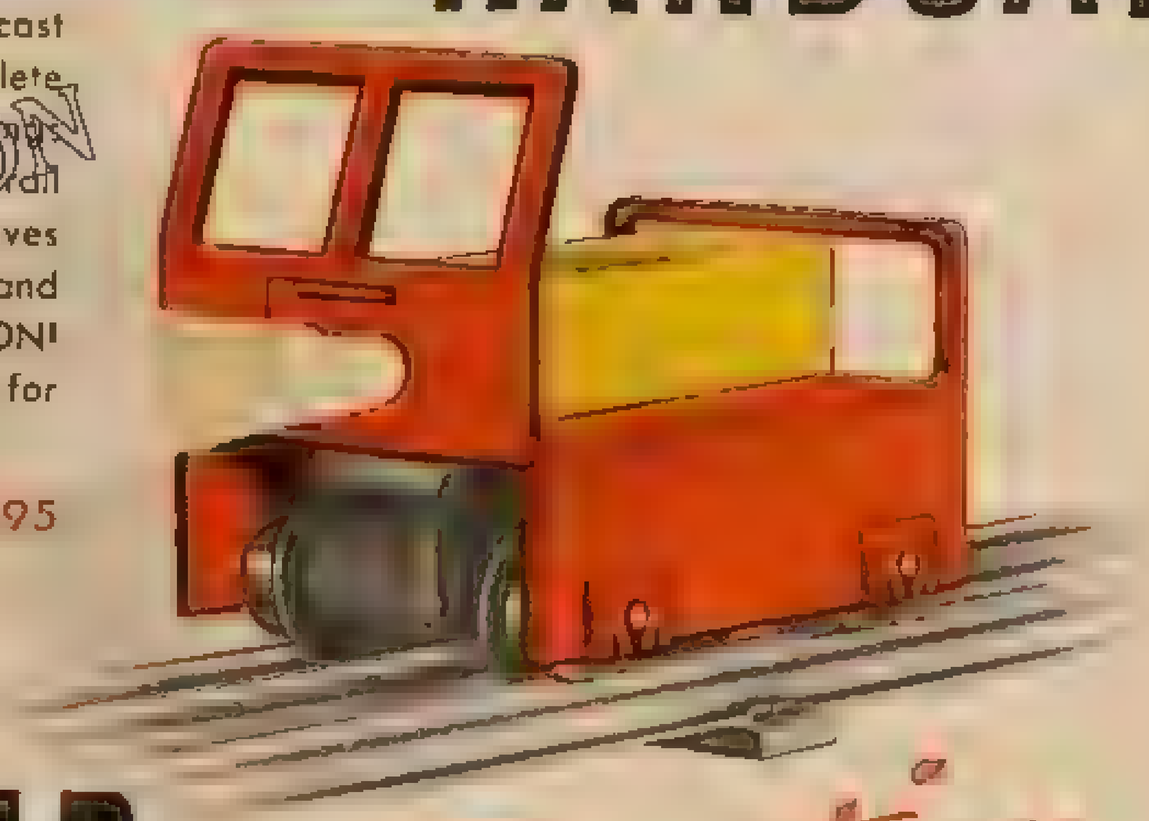
17

G.M.C. ELEC-TRACTION POWERED HANDCAR

Here is the famous little GMC Handcar built to operate on Three-Rail O-Gage track. It is die cast of Zamac for sturdy rugged use. It is complete with a light under the seat that shines thru openings in the windshield. Simply place it on any three rail electrified O-Gage track (Lionel, Marx, Gargraves or American Flyer). Give it a push to start—and away it goes. It's powered by ELEC-TRACTION! ELEC-TRACTION means more and better sales for YOU.

SOLD OUT FOR THIS SEASON

Retail List $1.95



and STREET CAR Sensation

Also built with ELEC-TRACTION is this GMC Street Car. It too is designed to run on O-Gage three rail track. Complete with light, ELEC-TRACTION, it is constructed in two color plastic. It is the answer to the long felt demand for an electric street car priced within the range of everyone. That is why it will be the train SENSATION of the season, as proved at the 1950 Toy Fair in New York. We suggest you place your order early, as indications are that production facilities will be strained to the utmost to meet the demand.

STREET CARS STILL AVAILABLE ORDER NOW

Retail List $3.95

Manufactured in America by

GENERAL MODELS CORPORATION

WHEATON ILLINOIS

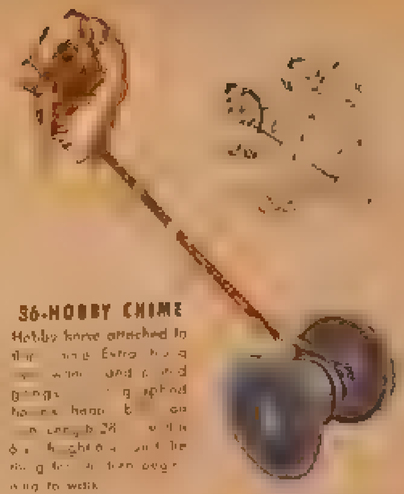
ED B MILLER
200 Fifth Ave New York 10, N Y
WAtkins 4-4041

Manufacturers Representatives

TWEEDIE INDUSTRIES
2430 Oakley Chicago 12
BRunswick 8-0490

819-RAINBOW HOBBY CHIME

Dr[illegible] lithographed [illegible] wheels, 2 pairs of gongs, many [illegible] Clay [illegible] handle [illegible] 8 colorful balls. Overall [illegible] wheels 7 diameter.

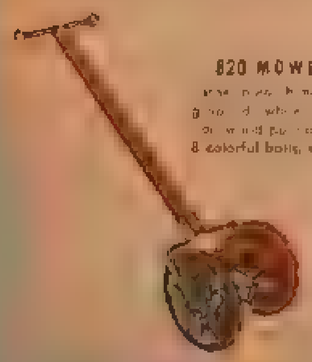


56-HOBBY CHIME

Hobby horse attached to [illegible] Extra [illegible] gongs [illegible] lithographed horse's head [illegible] Length 24", width [illegible] high [illegible] 6" wheels. Just the thing for [illegible] learning to walk.

240 TRACTOR CHIME

Lithographed farmer [illegible] tractor. Has [illegible] gong, sturdy [illegible] Length [illegible] width 5", height [illegible]



820 MOWER CHIME

[illegible] 8 colorful balls, [illegible] gong.

242-PONY CHIME

Lithographed horse and rider. Enameled [illegible] with [illegible] plated gong. Length [illegible] width 5", [illegible] Ideal for [illegible] up to 4 years old. Galloping [illegible] toy is pulled along.

241 SILKY CHIME

[illegible] lithographed pony [illegible] Beautifully lithographed pony [illegible] enameled steel wheels, plated gongs. Length 11¼", width 5¾", height 5".

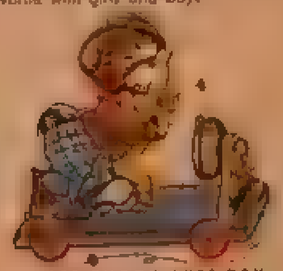
Copyright [illegible] 1950

900-JINGLE WAGON

Sturdy wagon with metal wheels and gongs. Colorful barnyard scenes on cart sides, 4 nickel plated steel chime wheels. Length 15½", width 8½", height 7½". Youngsters love to pull this wagon loaded with blocks or a doll.

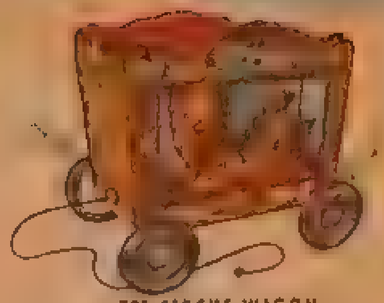
851-DOUBLE RING-A-ROUND

All steel platform enameled in bright color. 2 large plated steel gongs, 8 rainbow colored whirling bells. Length 13½", width 4⅞", height 5¾". An all time favorite with girls and boys.



855-PUDGY PULL TOY

Steel platform with baked enamel finish, two-toned brightly nickeled gongs. Colorful lithographed character. Length 11½", width 6¾", height 10¾".



901-CIRCUS WAGON

Colorful wagon, lithographed gay circus animals, 4 enameled steel chime wheels. Large enough to hold a doll or blocks. Length 10½", width 6½", height 9½".

952-TRIPLE BELL TOY

All steel platform enameled in bright color, 2 large nickel plated steel gongs and 1 bell. Oscillating striker sounds chime. Length 11½", width 4¾", height 5". For children 1½ to 4.

860-CLOWN CHIME

Gaily lithographed circus clown turns cartwheels to merry music of the chimes. Strong metal construction. Length 11½", width 6¾", height 8½". Hours of fun.

T-FIRE TRUCK

Brightly lithographed fireman swings arm hitting bell. Enam[illegible]

0301
HORSE RIDER

Enameled wire wheels, plated gongs. Extra strong. Bright lithographed. Strong rounded edge seat. Length over all 29" width 8" height 24"

0302
PALOMINO HORSE RIDER

Sparkling colors, caster front wheels steel rear wheels, gongs and axle. Strongly constructed. Length of seat 18", width 9¾" height 18". Just right for children up to 4 years old

303
ROCKING HORSE

Steel and wood construction. Lithographed design. Long rockers, steel supports. Jingle bells on side. Length overall 28" width 13" height 17"

0304
BRONCO RIDER

Steel and wood construction. Bell rings as youngster rides up and down bronco fashion. Beautifully lithographed. Length overall 20¼", width 15¾", height 20"

CARDED BELLS

Suitable for use on costumes, passages, ski suits

750 seven ¾" bells on a card
758 seven ⅝" bells on a card
850 eight ¾" bells on a card
858 eight ⅝" bells on a card

AMERICAN TOYS

See the GONG BELL line at our Sales Office: Room 324, 200 Fifth Avenue, New York, New York

The kind of toys that children will love and want . . . toys that are colorful and strong . . . toys that provide plenty of action, sound and entertainment. These are the toys Gong Bell has been making since 1866

Gong Bell TOYS

0685
VOICE PHONE

Heavy gauge metal toy telephone with voice in the [illegible]. Spring return dial, shiny nickeled bells, bright colors. Base 6½" x 4". Revolve the dial, bells ring, invert receiver, voice sounds

0683
DIAL PEAPHONE

Metal toy telephone with spring return dial. Assorted colors, bright plated bells, base 6½ x 4". Realistic dial action provides hours of fun for boys and girls

PUSH CHIME

Heavy gauge enameled steel wheels 5¼" diameter. Shiny gongs, hardwood push handle 18½" long. Helps little ones taking their first steps

915
WHIRLY GIG

Bright metal plate with assorted colored balls which around as the toy is pushed along. Heavy gauge steel wheels, assorted gongs. Length 22" width 7"

145
NOVELTY PUSH CHIME

Heavy gauge enameled steel wheels. Plated extra large gongs. 3 attractive colored balls. Hard wood handle 18½" long. Wheels 5½" diameter

The GONG BELL Mfg Co East Hampton Conn. Sales Office Room 324, 200 Fifth Avenue, New York N Y

NEW!
LOW PRICE
$1.59

FOR
BUBBLE BALL GUM
OR CANDY BALLS

PATENTS PENDING

ORIGINAL
JUNIOR
ALL-METAL
VENDA-BANK

it's Automatic

HAS LOCK AND KEY
LOOKS AND WORKS LIKE
A REAL VENDING MACHINE

DROP A PENNY IN THE SLOT — PULL A LEVER AND OUT TO A STOP ROLLS A BALL OF BRIGHT BUBBLE GUM OR A CANDY BALL, READY FOR REAL ENJOYMENT. IT'S A BANK TOO. FOR NOT UNTIL YOU SAVE A PENNY DO YOU GET A BALL OF GUM OR CANDY

Four-Colored Gum Balls or Candy Balls in Each Machine. Gum and Candy Made in Accordance with Pure Food Laws. Refills Available. Machine Colors: Blue, Green and Red. Machine is All Metal with Glass Globe, 4 In. Wide x 7 In. High, Individually Boxed. 24 in a Carton. Weight Approximately 30 Pounds.

THRILLS THE KIDDIES TO HAVE THEIR OWN AUTOMATIC VENDING MACHINE AND BANK — ENCOURAGES THRIFT — SERVES AS A BANK AND A VENDING MACHINE

UNITED METAL PRODUCTS, INC.
BOSTON 30, MASS.

Address orders and Inquiries to IRENE LEVY INC., Room 305, 200 Fifth Ave., New York 10, N. Y

ANOTHER SENSATIONAL JUNIOR TOY

MAGI-KLAW

FULL OF PRIZES

Chuck full of prizes, gum balls and candy. Fun a bank too.

Only by inserting a penny, nickel or dime in the coin slot does it unlock the Magi-Klaw. By operating the wheel properly you can scoop up prizes, candy and gum. When your prize drops through the trap door the mechanism locks ready for the next coin.

Children will love Magi-Klaw. It works just like the real amusement park machine.

FULL OF THRILLS

Both young and old will be thrilled playing with Magi-Klaw. It trains children coordination, dexterity and split second time to save money.

Magi-Klaw is built to last—all exposed parts are heavily plated. The base is metal with baked enamel finish, the top is clear plastic.

It has a separate lock and key for emptying, and also to select best

Magi-Klaw comes in red and blue, stands 8" x 12" packed individual cartons, 12 to a shipping container.

Refills of prizes, candy and gum are available.

UNITED METAL PRODUCTS, INC. Boston 30, Mass.

Address orders and inquiries to IRENE LEVY INC., Room 305, 200 Fifth Ave., New York 10, N. Y.

HALCO

Your 7 Keys

TO YEAR ROUND TOY PROFITS

IN 1950!

HALCO COSTUMES
America's Largest Line

YES 7 WORKING KEYS – each certain to open the door to more and more year round toy sales. Each a natural. Everywhere children look for the Dolls, Holsters, Costumes, Caps and all the other toys that bear the HALCO brand name. Be sure you can meet their demands. This year, there's more eye appeal and buy appeal in every new product and every new design.

Yes 7 Halco Keys — 7 Opportunities for Profit in 1950!

SUPERB HALCO BRAND

Make it a must—to visit us During the **TOY FAIR**

Where All Roads Lead To

The Best Showing in Our History

ROOM 404
200 FIFTH AVENUE NEW YORK

HALCO TEXAN HOLSTER
"The Nation's Fastest Selling Line"

HALCO "SILVER BRITE" ICICLES and CHRISTMAS SNOW
Two Famous Favorites

HALCO DOLLS
A Great Name in Dolls

HALCO TOY PISTOL CAPS

HALCO SKY FLIER
An Action-Packed Best Seller

AMERICAN BEAUTY SPARKLERS
"A 4th of July Must"

Doughboy Single Shot Caps

Superb Brand Roll Caps

SMOKY JOE CAPS and PISTOLS
The Newest Halco Theme

HALCO

J. HALPERN COMPANY

810 PENN AVE. • PITTSBURGH 22, PENNSYLVANIA

200 FIFTH AVE. • NEW YORK

. . . big business for little business men!

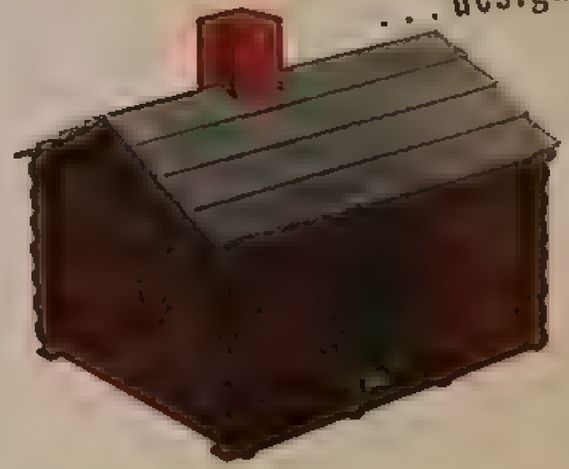
HANDY COIN CHANGER

Both 4 and 3 coin models are attractively packaged in individual cartons

CASH IN ON COIN CHANGER SALES

A money profit a day toy for the growing boy. A must for newsboys. Has some fast action, coin sorter at pressure of a finger. Heavy nickel plating and rugged construction. Spill-proof top is easily loaded. Handy belt clips. The 3 coin model holds over a hundred coins (dimes, nickels and pennies). The 4 coin change maker holds $ 4 in change (dimes, nickels, pennies and quarters).

. . . designed for profit sales!



HANDY LOGS

A complete 125 piece construction set. The real round logs have sawtooth faces

In the "Sell-on-Sight" Utility Package

Complete Package Shows 10 of 25 cardboard models

Carefully Packaged Set Die-cut Figures and Play Signs

Western Corral Box Cover Becomes Fenced Corral

- Precision Cut Round Logs
- Stand up Die cut Figures
- Gables Roofing included
- Gas Pumps and Steeple
- Play Signs cut from dividers

It's a Nifty for 1950!

GARDEN SETS AND ALL-SEASON SHOVELS

Exceptionally well made sets including shovels of bag with many types of all season shovels. These are made in several designs and sizes to meet price requirements. Every set has smooth lacquered hardwood handles and either nickel plated or enameled blades

HANDY MANUFACTURING Co., INC. Worcester, Mass.

HANDY MANUFACTURING Co., INC. [illegible]

THE HANDY LINE ...quality in practical playthings!

The Magna-Vue Projector

- Magnifies
- Projects
- Learns to Draw
- Live Insect Show

PROVEN SALES!

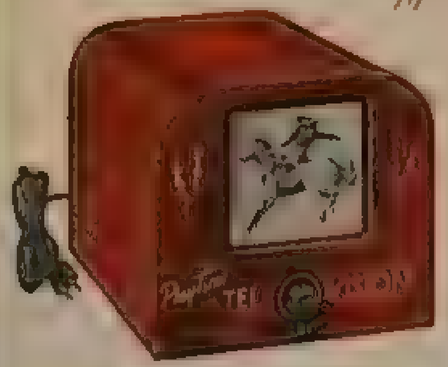
- Copy Pictures
- Color Photos
- High Fidelity
- True Color

A scientific product at an amazingly low toy price. Throws enlargements of comics, photos, live insects, coins, stamps, etc., against wall or white cloth. Has universal appeal for all youth ages.

Amazingly useful invention. Heavy duty individual shipping cartons.

BOOMED in '49-BIGGER '50

Junior Tel-O-Vision



Cash in on today's headliner. Looks like a real 6-in-h set w/h screen viewer. Furnished complete with five double sided viewing discs. More than 200 pictures and printed blanks or 300 pictures.

- Push pull selection controls
- Easy, accurate focussing
- Magnifies 25 times
- Shows full natural colors

● Write today for complete descriptive literature on the Handy line of quality toys

HANDY MANUFACTURING CO. INC., Worcester, Mass.

THE HANDY LINE ...quality in practical playthings!

Coin Change Makers
Attractively Packaged

Garden Sets and Shovels
Many Designs and Sizes

Dipsy Rockers
Practical Toy For Active Tots
Has Safety Curve Rockers
Long Lasting

Magna-Vue Projector
Electric Enlarger and Copy Maker

Junior Tel-O-Vision
with 5 double sided discs

Juvenile Police Sets
Three Piece Combination

Handy Construction Logs
In New Utility Package

Handy Carts
With or Without Rotary Bell
Extra Strong Durable Frame
Construction Easy Wheels

HANDY MANUFACTURING CO. INC. Worcester Mass.

Make EXTRA big-ticket Christmas sales!

Arvin

HOPALONG CASSIDY Radio

William Boyd as Hopalong Cassidy, idol of millions of children!

Shatterproof!

$17.95

Sale for Christmas underarm Price Listed

Ring up extra big ticket Christmas sales! Show these sensational big performing Hopalong Cassidy Radios in your toy department. Watch kids, parents, proud aunts and uncles snap them up. It's a full size radio—not a toy. And it's packed with features found in many big sets including separate mount for amazing true-to-life tone. Operates on AC or DC. Full year guarantee. Write, wire or phone your order to your nearest Arvin distributor today.

Television and Radio Receivers

ARVIN INDUSTRIES, Inc.

Home and Auto Radios / Electronic Equipment

Columbus, Indiana

Arvin handles the service!

- No Service Headaches for you! Factory guarantee provides one year service for $1. Ask for details!

FREE PROMOTION KIT!

with every order for 12 sets or more!

- Commanding Window Streamers
- Colorful Window Display
- Newspaper Ad Mats
- Radio Spots
- Also available — Hopalong Cassidy Giveaways and Crowd Pullers

Proved profit makers since 1903

Again Available but better order NOW!

Schoenhut's HUMPTY-DUMPTY* CIRCUS TOYS

*Reg U.S. Pat. Off.

You'll sell 'em at Circus time...
You'll sell 'em at Christmas time...
You'll sell 'em for birthdays and all year round

They're Wood—they're hand finished—they're jointed to perform 10,001 tricks. Non-toxic, educational, entertaining and almost indestructible—they'll charm the kids and charm adults seeking presents for kids. And how they *sell!* We've only been in production 2½ months yet many stores have sent in SECOND and THIRD orders. Send in *your* order but better do it now.

Four strikingly packaged sets available now. More on the way for next year—new animals, figures, props in sets and separate pieces. Action display sets available without charge on quantity orders

As popular with parents as with boys and girls from 4 on up.

The following manufacturer's representatives now accredited with us

MOSLEY & ABRAHAMS
20 Fifth Avenue N Y

CHARLES T. WHEAT & CO.
Manufacturers & Merchants Bldg
Memphis 3, Tenn.

MARTIN-FALCONER, INC.
108 S Peydras, Dallas 2 Texas

Other representatives being set up in U S. and Canada. If none are available in your locale, contact us directly

Manufactured under exclusive release from Otto Shoenhut by
HUMPTY-DUMPTY TOYS, INC. Seneca Falls, N.Y.

"THE GREATEST TOYS ON EARTH"

horsman

cry baby

The outstanding innovation of 1949 in astounding new values.

softee

The doll whose soft plastic arms and legs revolutionized the doll industry

bright stars

All plastic girl dolls in refreshingly new styles

•

[illegible]

The HORSMAN tag insures ready acceptance by your customers

america's best-known and best-loved dolls

horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone OR 5-1720

dolls

404

horsman

tynie baby

New born baby with soft plastic head, arms and legs

snuggle softee

Phenomenally successful crib companion at new low prices

gold medal

Standing dolls with soft stuffed arms, legs, and bodies of latex.

•

These important new lines
reflect the original thinking that has
long been responsible for HORSMAN'S outstanding leadership

america's newest and most life-like dolls

horsman dolls, inc.

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dolls

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my mouth OPENS and CLOSES

HOWDY DOODY

happily joins our family of famous Press-Action Toys

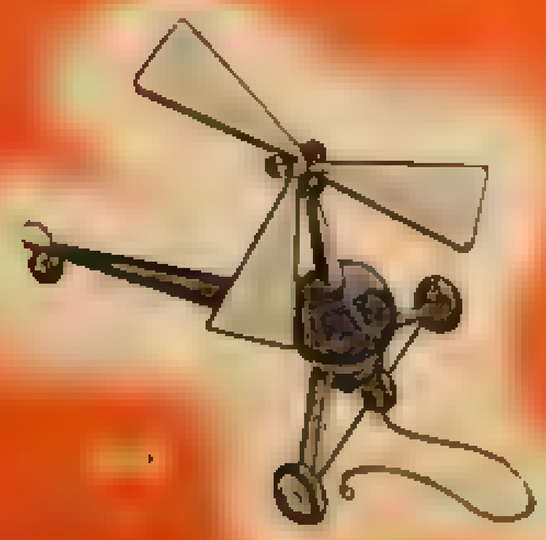
The smash hit for 1950

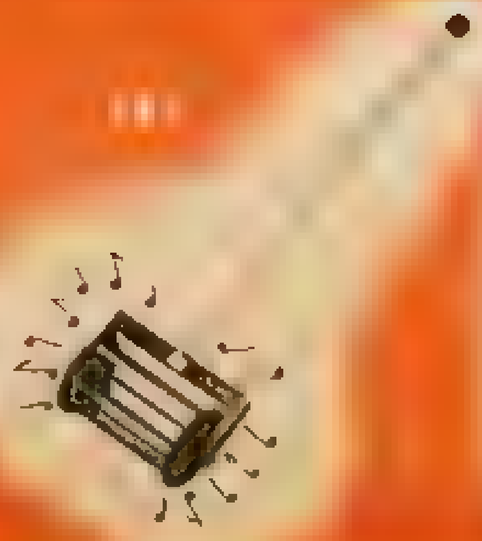
*Copyright Bob Smith

KOHNER BROS.

155 Wooster Street
New York 12, N. Y.

at the TOY FAIR
Room 754 Hotel McAlpin
write for circulars





SHERWOOD TOYS *cordially*

invite you to their New Showrooms,

200 Fifth Avenue,

Suite 303

New York City

On display,

our New 1950

Line of Chain Driven and

Pedal Auto Trucks.

May we have the pleasure

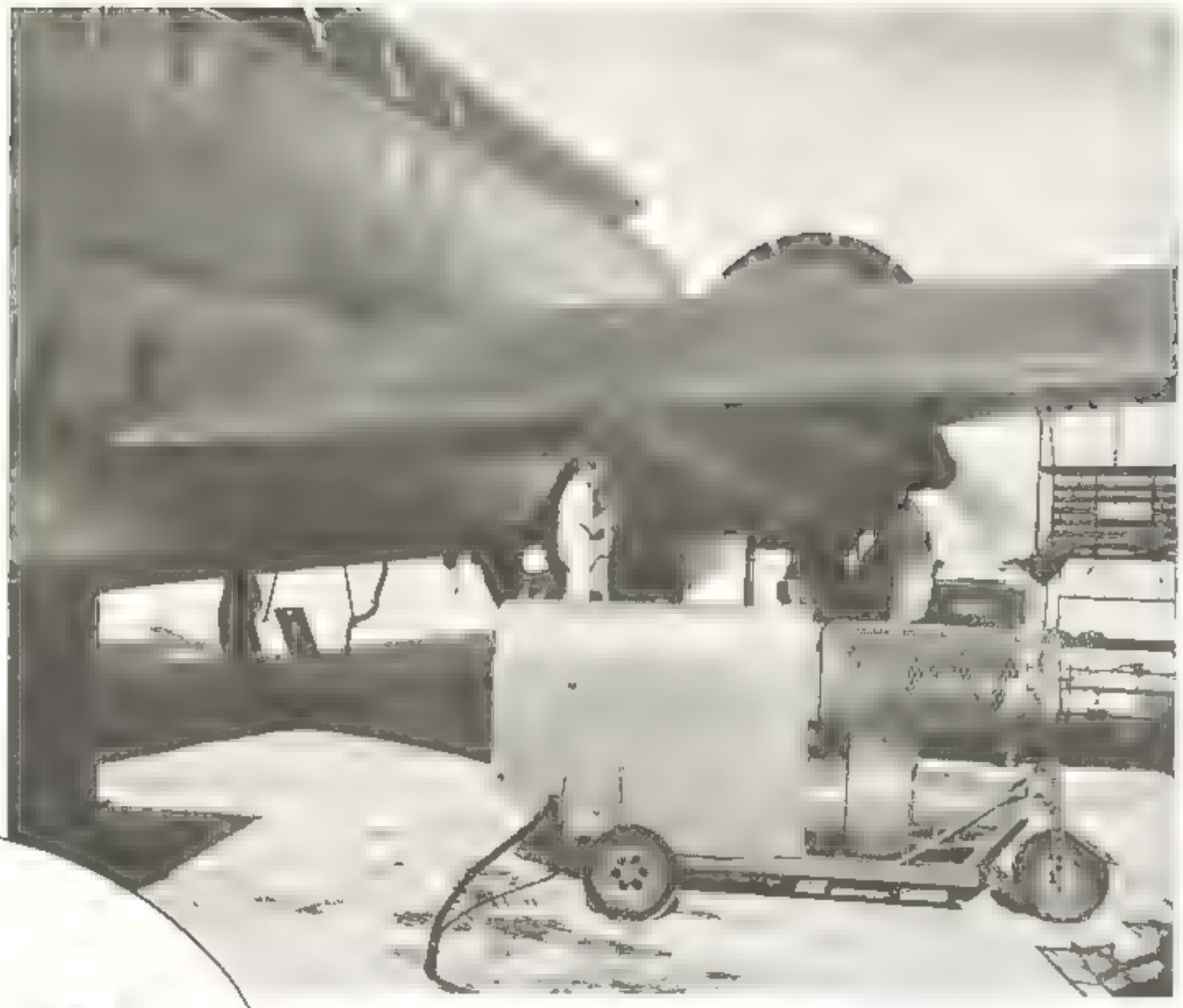
of your inspection.

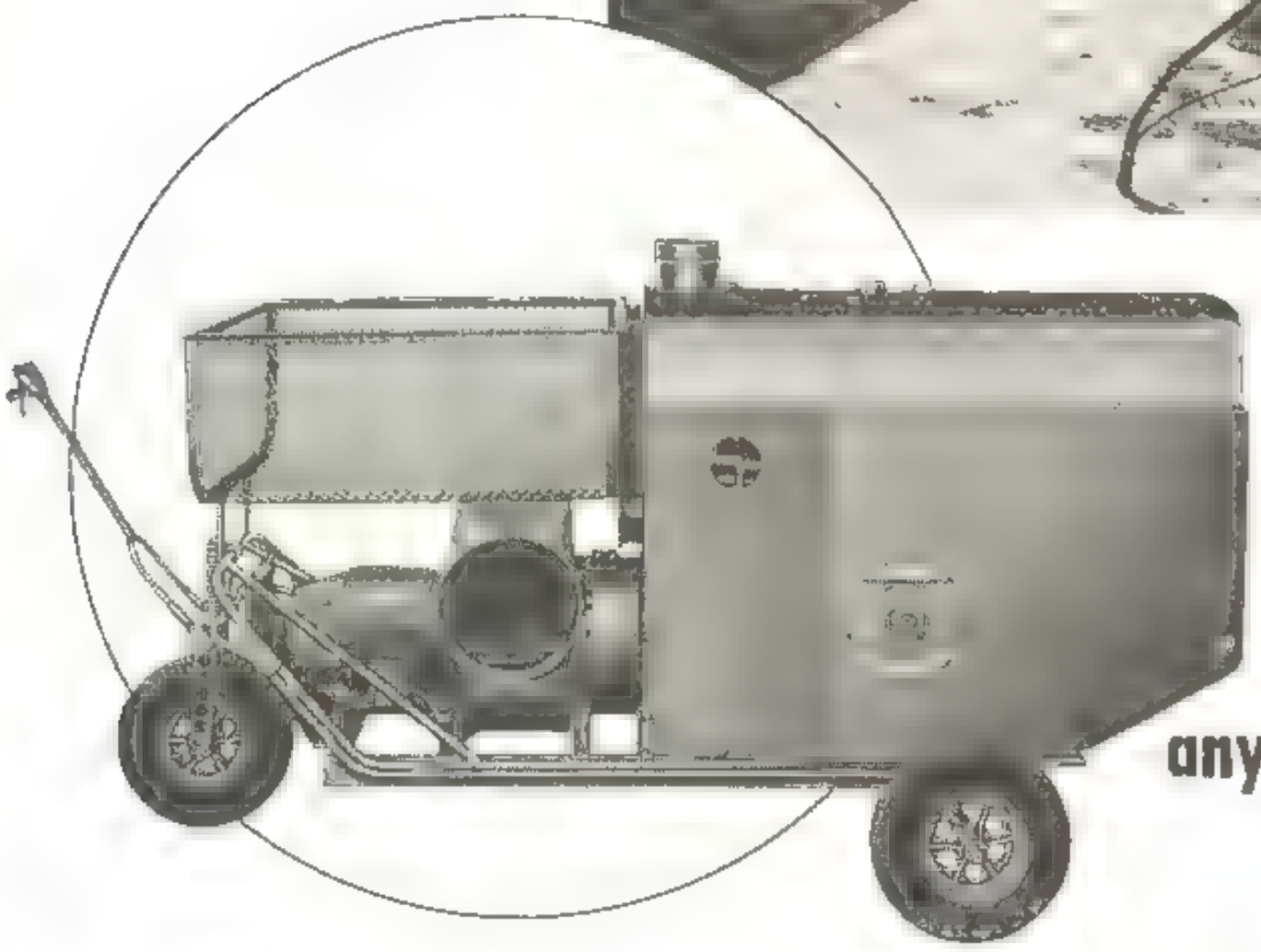
Sherwood Toy Company

FACTORY—WALDEN, N. Y

Wheels out clouds of heat

TO THAW ENGINES
WARM CABINS
HEAT A HANGAR





Herman Nelson portable units for aircraft heating serve anywhere — any weather

GROUND HEATING of airplanes in frigid weather helps maintain flight schedules for passengers and cargo. Herman Nelson has designed the ideal portable heater for heating cabins, warming engines and for auxiliary heating in hangars. These automatic temperature controlled units will provide as much as 280,000 BTU/hr. with air temperatures as high as 190°F. They will deliver 2070 c.f.m. of ventilation air at 6" H20 static pressure.

Herman Nelson specialized portable heating units will save you many dollars in first cost and in subsequent operating expense. A.C. or D.C. motors provide dependable, trouble-free operation. Models are available using oil or gasoline for heating fuel.

For complete information about Herman Nelson ground heating and ventilating equipment to meet your particular needs, write or wire us today, Dept. AW-11.

HERMAN NELSON DIVISION
AMERICAN AIR FILTER COMPANY, INC.
Moline, Illinois

Collier's

15c

September 23, 1950

War Adventure in Burma

BY LOWELL THOMAS

Out of the
GAY NINETIES

To lead the 1950 parade of best sellers

come lovable

KELLY THE COP

and his gallant junior assistant

CLANCY

Kelly 17" High Clancy 12" High

SEE THEM AT THE SHOW

With the Plastic Inflatable line that is the talk of the trade.

SMART, NEW

BEACHBALLS
SWIM RINGS
SEA HORSE
DOLLS, Etc.

For your convenience on display at exhibits listed below.

Here's a cop YOU can pinch!

Grab his nose and hear him "holler"

RICHARD WALTERS ASSOC.	INVINCIBLE SALES	W. & A. KRENZIEN	PLASTIC INNOVATIONS
Room 820	Room 1025	Room 869	Room 743
Hotel McAlpin	Hotel New Yorker	Hotel McAlpin	Hotel McAlpin

Plastic Innovations, Inc.

102 WEST 101st STREET, NEW YORK 25, N. Y.

337

JUST A FEW OF CADILLAC'S PROVEN PROFIT MAKERS

#200

LITTLE PRINCESS BEAUTY PARLOR

Contains 3 hair colors, eye shadow, lipstick, eyebrow pencil, rouge, puff, applicators, 3 life-like models to practice on.

Suggested Retail Price $1.98

#100

LITTLE PRINCESS MANICURE TRAINER

All the items necessary for the young lady to manicure her nails like grown-ups. Contains toy scissors, model hand, emery board and file, washable nail polish, fingernail cleaner, etc.

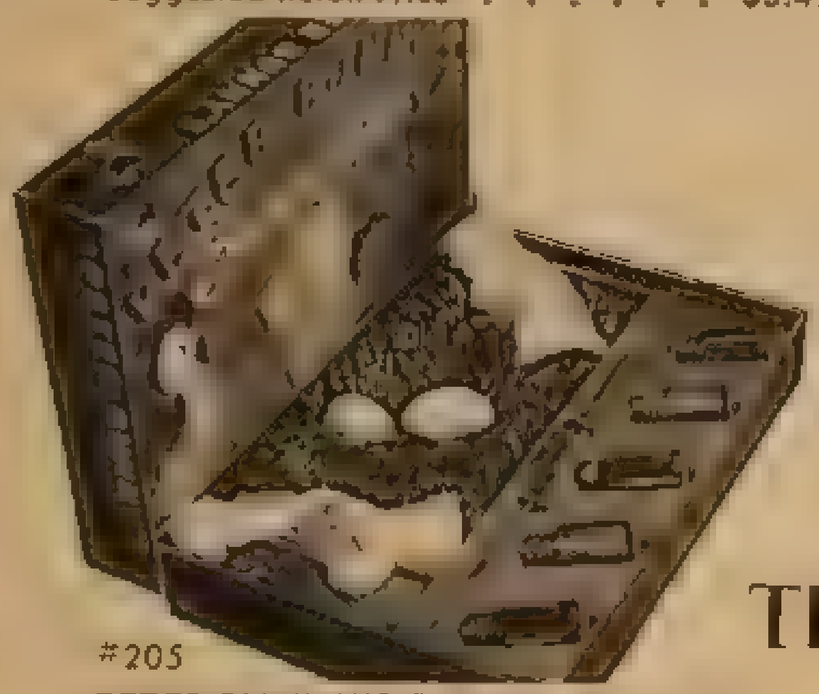
Suggested Retail Price $1.00

#350

LITTLE PRINCESS BEAUTICIANS KIT

Combination of #200 and #100 sets in a deluxe alligator wrap case with shoulder straps that can double as a bag when emptied. Includes 52 gold initials to personalize case with name.

Suggested Retail Price $3.49



#205

PETER BUNNY'S BARNYARD ARTIST

Thousands of removable color combinations. Contains Rooster and Bunny that may be used as a savings bank, 5 bottles of washable colors, 2 eggs, 2 brushes

Suggested Retail Price $1.98

Cadillac

DON'T FAIL TO SEE CADILLAC'S COMPLETE LINE OF BOXED TOYS . . .

PROVEN ★ DIFFERENT ★ STABLE

WE HAVE THEM ALL

HOTEL NEW YORKER
ROOMS 649-650
1950 TOY SHOW

EASTERN REPRESENTATIVE:
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MIDWEST REPRESENTATIVE
Andre Zatouroff
1433A Merchandise Mart
Chicago 54, Illinois

WEST COAST REPRESENTATIVE
J C Jager
210 South Vista Street
Los Angeles 36 Calif
(Phone: Wyoming 4059
Trinity 7322)

THE CADILLAC TOY MFG. CO., INC.

1205 Southern Boulevard, Bronx 59, N. Y.
Telephone: DA 3-5606

A coloring mate of a harmless non toxic paid may be removed with plain water

The Miracle

OF THE TOY SELLER

TEN YEARS AGO this man was a thriving merchant in a small town in Eastern Europe.

Since then he has starved... shivered... been shot at... slept in cellars... lost his family... and has died a thousand deaths.

That he is alive at all is a miracle.

That he is alive in his new country, a free man, in a land they said could never be, is a *miracle of miracles!*

Today he sells toys in the streets of a little town of Israel, alone, but clutching that most precious of all possessions... Freedom.

If you have ever given any money to the United Jewish Appeal you helped save this man. You helped perform this miracle.

And miraculous as it was, the larger fight goes on. There is still much to do. Far to go.

Hundreds of thousands of Jews, many of them living in constant fear, need help if they are to reach sanctuary in Israel.

Israel needs help in preparing for these new citizens—more farms, more homes, and more industries are needed at once.

Israel needs help in building a firm, strong future. New cities must rise. New land must be reclaimed from the desert.

Only through your gifts, your generosity, can the fight that is half won be finished.

So GIVE! Give generously! Give all you can—and help finish the job.

UNITED JEWISH APPEAL

on behalf of the Joint Distribution Committee, United Palestine Appeal & United Service for New Americans

U. J. A. supports immigration and settlement in Israel, rehabilitation and relief in Europe and North Africa and the adjustment of refugees in the United States.

HENRY MORGENTHAU, JR., *General Chairman*
165 West 46th Street, New York 19

Junior Vehicles

JUNIOR'S NEW DELUXE VELOCIPEDE FOR LITTLE TOTS

Here, on one jaunty little model for 1½ to 3 year olds are all the eye-catching sales stimulating features usually offered only on more expensive larger size velocipedes

NO. 810 DELUXE 10" VELOCIPEDE

FOR AMERICA'S FOREMOST VALUES IN CHILDREN'S VELOCIPEDES AND PEDAL BIKES SEE THE 1950 LINE OF *Junior Vehicles* AT

ROOM 463 - - - HOTEL McALPIN

34th & BROADWAY, NEW YORK CITY

DURING THE AMERICAN TOY FAIR—MARCH 6TH TO 18TH

(Please Write for Illustrated Catalog)

Junior Toy Corporation

HAMMOND, INDIANA

MORE CHILDREN RIDE

Junior

VELOCIPEDES

THAN ANY OTHER KIND!

FIRST IN SALES!

JUNIOR TOY CORP
Junior
VEHICLES
HAMMOND INDIANA U.S.A.

FIRST IN VALUE!

Junior Toy Corporation

HAMMOND, INDIANA

"nothing finer"

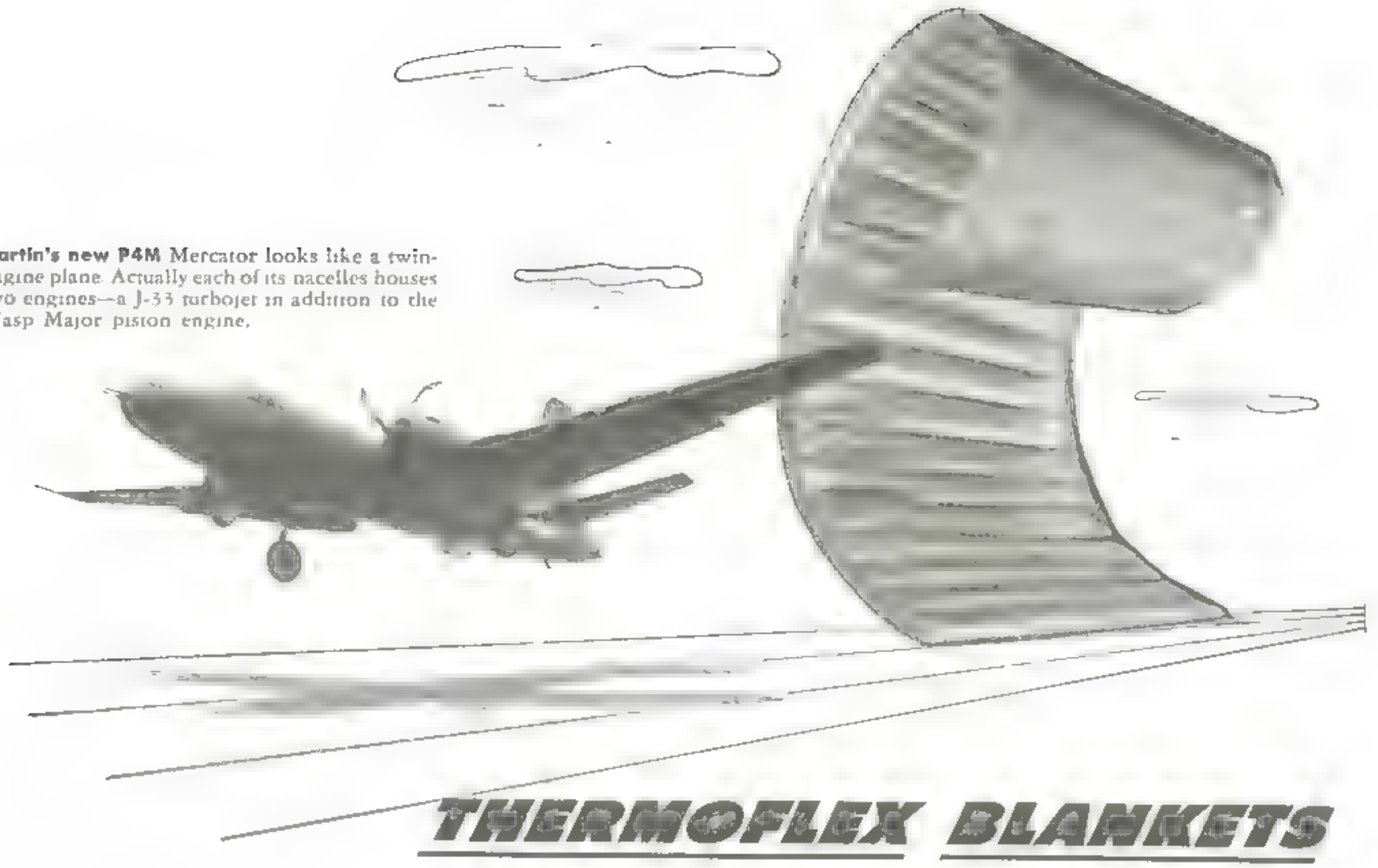
Take 28 seconds and read the above letter. It's worth it, for it forges another strong link in the long chain of "final evidence" that Janitrol aircraft heaters do the jobs they're built for—dependably, and more often than not, well beyond normal expectancy . . . Specific, practical help on your aircraft heating problems—military or commercial—from design through field service—is *yours to command* from your nearest Janitrol representative whose name appears below. Call him. He can help you most in the preliminary design stage of your aircraft.

Janitrol

AIRCRAFT AND AUTOMOTIVE HEATERS *with the whirling flame*

AIRCRAFT - AUTOMOTIVE DIVISION • SURFACE COMBUSTION CORP., TOLEDO 1, OHIO

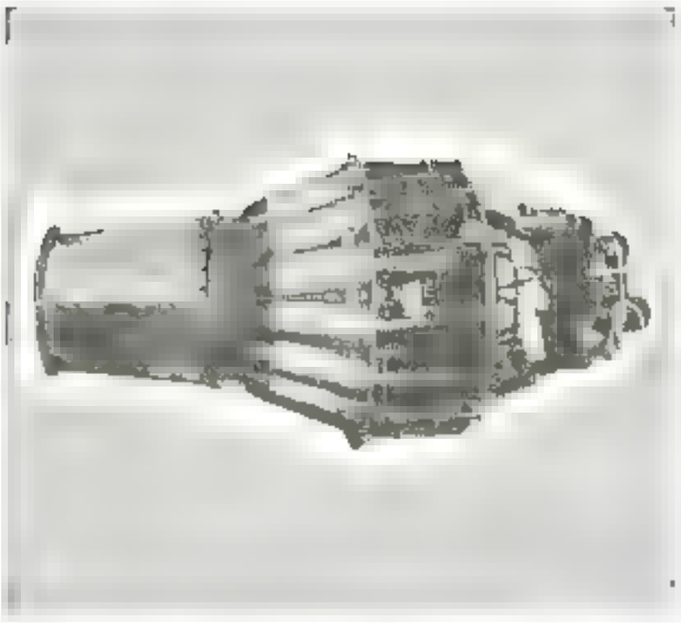
F. H. Scott, New York, N. Y., 225 Broadway; C. B. Anderson, Kansas City, Mo., 1438 Dierks Building; I. A. Curtin, Hollywood, Calif., 7046 Hollywood Blvd.; Frank Denk, P. A. Miller, Central District Office, Engineering Development and Production, Columbus, Ohio; Headquarters, Toledo, Ohio.



Martin's new P4M Mercator looks like a twin-engine plane. Actually each of its nacelles houses two engines—a J-33 turbojet in addition to the Wasp Major piston engine.

THERMOFLEX BLANKETS

. . . insulate engine cones of Martin P4M "Mercator"



J-M Thermoflex Insulation Blanket applied to exhaust cone of the J-33 turbojet engine used in the Mercator. This light weight, flexible insulation both protects adjacent parts of the plane from the intense heat and contributes to the efficiency of the jet propulsion.

SHIELDING the air frame of this new Navy plane against the intense heat generated during takeoffs and high speed runs under jet power was a problem that called for insulation of a very special kind.

The answer was found—as it has been for most other current model jet-powered planes—in Johns-Manville Thermoflex Insulation Blankets.

These flexible blankets have all the physical and thermal characteristics necessary to meet the critical insulation requirements of jet design. The Thermoflex felt has a density of 4 lb. per cu. ft. and, at 800 F. mean temperature, a conductivity of only 0.76*. This felt is sealed between sheets of corrosion-resistant Inconel or stainless steel foils to prevent the penetration of oil. The complete blanket weighs as little as 0.30 pounds per sq. ft.

Special grooving of the inner foil on Thermoflex Blankets facilitates installation and insures a precision fit around cylindrical and conical surfaces. Precision also goes into fabrication, assuring accurately located cutouts for fuel lines, thermocouple leads, etc., which may be hung directly on the blanket surface. Thermoflex Blankets, though sealed, do not "puff up" when heat is applied.

Thermoflex Blankets are custom-made to insulate exhaust cones, tail pipes, turbine casings and after-burners of turbojet, turboprop and auxiliary power units. Other special designs are available for cabin heating and thermal de-icing units.

For further information, send for booklet AV-1A. Just use the coupon below.

*Btu in. per hr. per sq. ft. per degree F

Johns-Manville

PRODUCTS for the AVIATION INDUSTRY

Packings and Gaskets • Friction Materials • Insulations
Asbestos Textiles • Transite Conduit • Transite Pipe
Industrial Building Materials

Johns-Manville
Box 290, New York 16, N. Y.

Send me your booklet AV-1A containing further information about Thermoflex Blankets and other Johns-Manville products for the aviation industry.

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Company _____ Position _____

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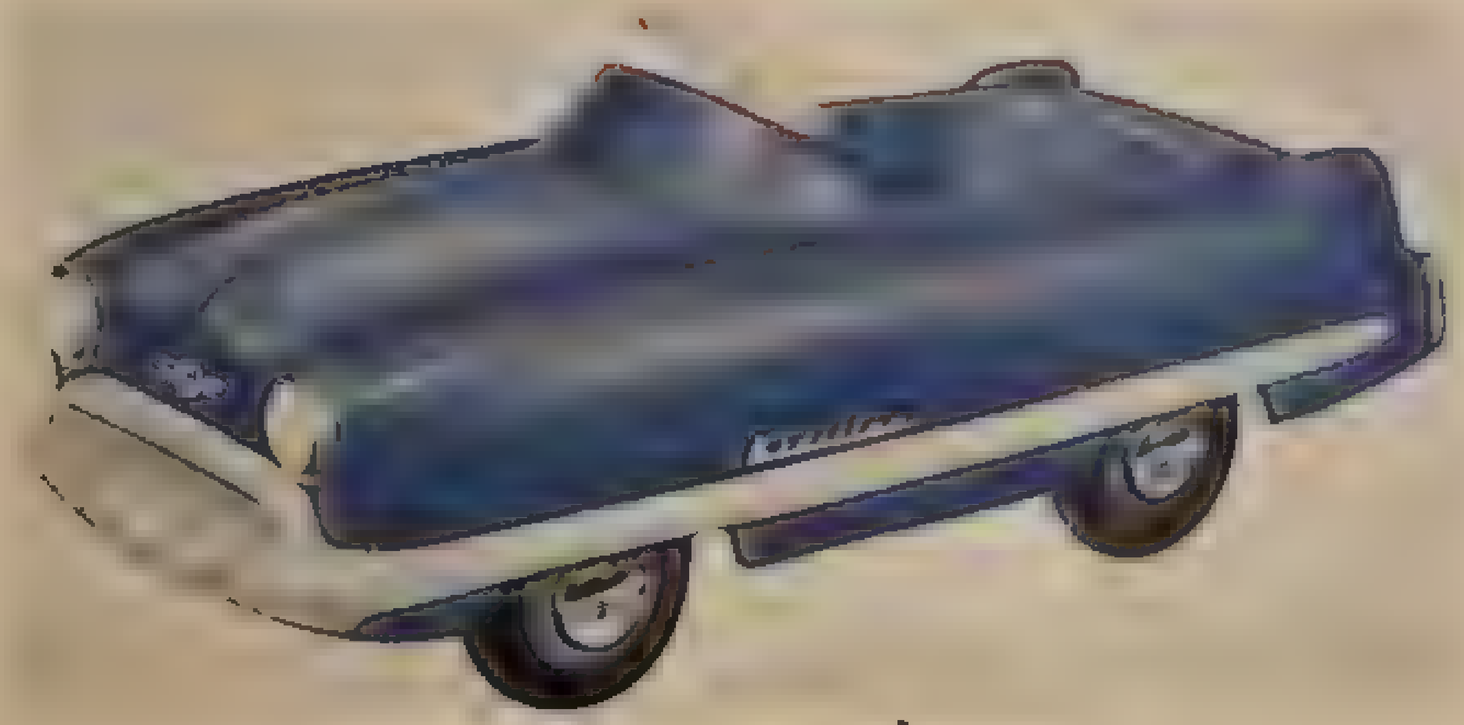
City _____ State _____

AW-3

Kidillac

A *Garton* "FIRST"



KIDILLAC . . . the car that *stole the show* at the 1950 Toy Fair!
. . . the car that "looks just like Dad's"
. . . the car that has SALES APPEAL FOR PARENTS AND CHILDREN!
. . . the car that means PROFIT FOR YOU!
. . . available in standard Passenger, Fire Chief, and De luxe Chain Driven Models.

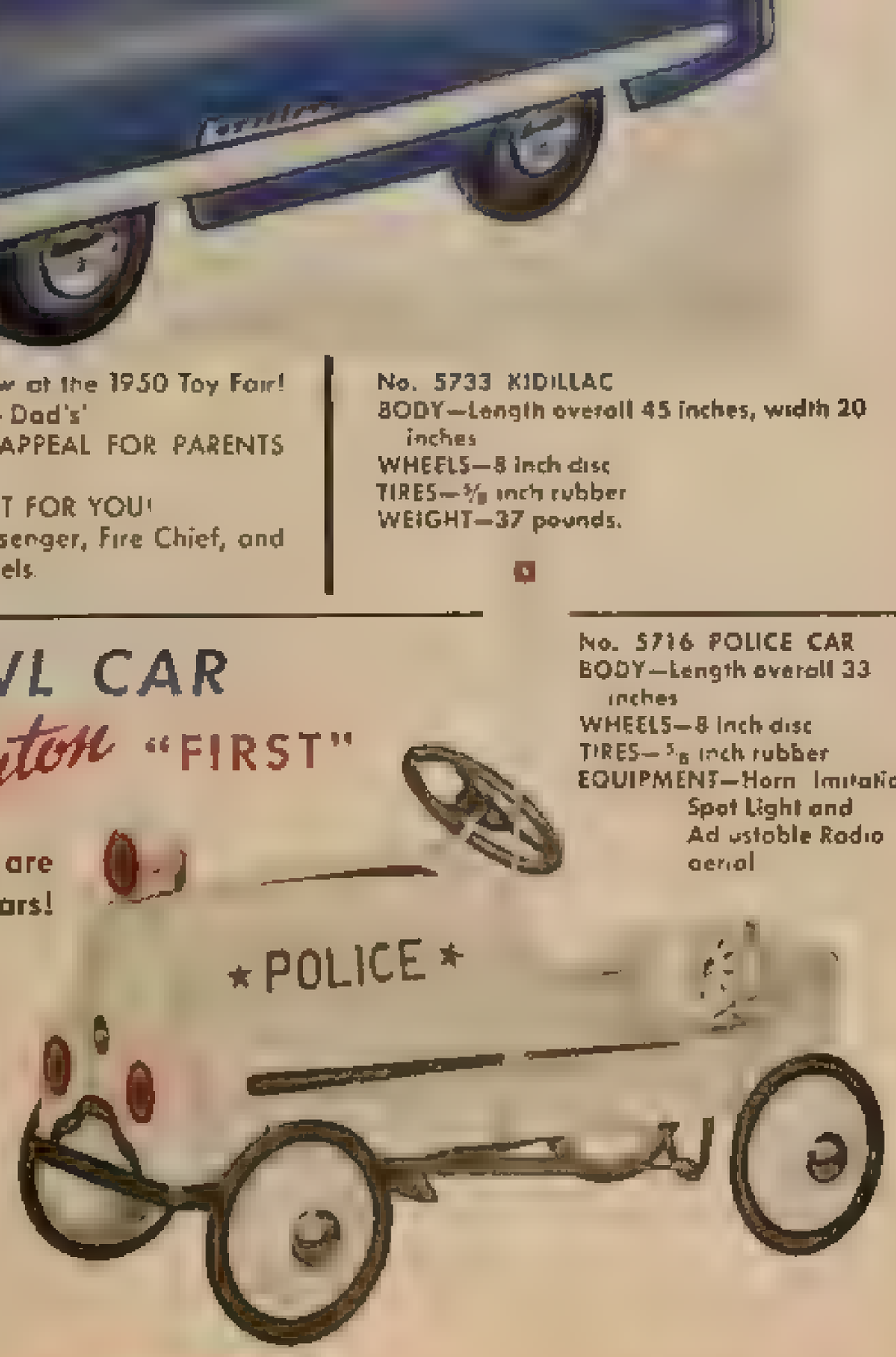
No. 5733 KIDILLAC
BODY—Length overall 45 inches, width 20 inches
WHEELS—8 inch disc
TIRES—⅝ inch rubber
WEIGHT—37 pounds.

POLICE PROWL CAR

another *Garton* "FIRST"

A MILLION junior police officers are waiting for delivery on their new cars!

Watch the youngsters go for
the real looking adjustable aerial,
the flashy imitation spot light. . ,
the authentic sounding siren!
Cash in on this money-maker!



No. 5716 POLICE CAR
BODY—Length overall 33 inches
WHEELS—8 inch disc
TIRES—⅝ inch rubber
EQUIPMENT—Horn Imitation Spot Light and Adjustable Radio aerial

In New York 1107 Broadway, Space 407
In Chicago The Merchandise Mart, Room 1424

SELL THE LINE THAT SELLS ITSELF!

Garton TOY COMPANY
SHEBOYGAN WISCONSIN

SINCE 1879 [illegible]

303

PROFIT-MAKING PLASCO

Amazing Tone and Durability!

KIDDIES' PLASTIC RECORDS

They play just like "grown-ups'" records! Instrumentals! Words-and-music! Unmatchable quality! Unmatchable price . . . 25c!

WESTERN GROUP

- A Cowboy's Life Is Fun
- The Old Barn Dance
- Chuck Wagon Song
- Calling A Square Dance
- Campfire Glow
- Bucking Broncho

CIRCUS GROUP

- Popcorn, Peanuts, and Pink Lemonade
- The Rollicking Clown—The Beautiful Bareback Riders
- Elephant Jog—The Brave Lion Tamer
- The Seal With The Golden Ball On His Nose
- Cowboys And Indians
- Dog And Pony Capers

BIRTHDAY GROUP

- Birthday Dance
- Gee I'm Glad I'm Me
- Today I'm A Whole Year Older
- Blow Out The Candles On The Birthday Cake
- Everybody's Working For Me
- Today Is My Birthday

Dealer aids and special point of sale material!

Beautiful new 1950 packaging!

Little Homemaker MINIATURE FURNITURE SETS

Scaled to exact size! Realistic! Many pieces have wood-grain effect or moving parts! All pieces made of non-breakable plastic! No rough edges! Available individually or in seven beautiful "Little Homemaker" Room Sets

PREVIEW

of the fastest-selling, most sensational line of PLASCO Toys ever to come your way!

PLASTIC ART TOY CORP.

Now! The new Plastic

Here's a proven fast-seller, now better than ever! Every piece is plastic —colorful, sturdy "makings" for hundreds of interesting toys! The full-color guide sheet makes it easy for children to assemble the bodies, heads, feet, joints, and connections into figures, animals, toys, and so on. The ball-and-socket and sleeve joints fit easily and securely. Krazy Ikes are educational, interest-holding, and fun for the children—and they mean dollar volume for dealers! Order your stock today.

Krazy Ikes come in a junior size box, too. This box contains half the number of pieces in the large box. Retails for 50c

No. 5330—50c (5 x 3½ x 1¾)
Wholesale Price Per Gross $40.68
Weight Per Gross 36 lbs.

WHITMAN PUBLISHING CO.

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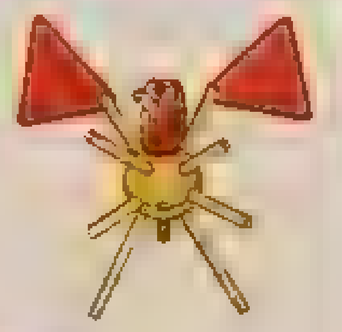
MAKIT WITH MAKIT

ENLARGED AND IMPROVED

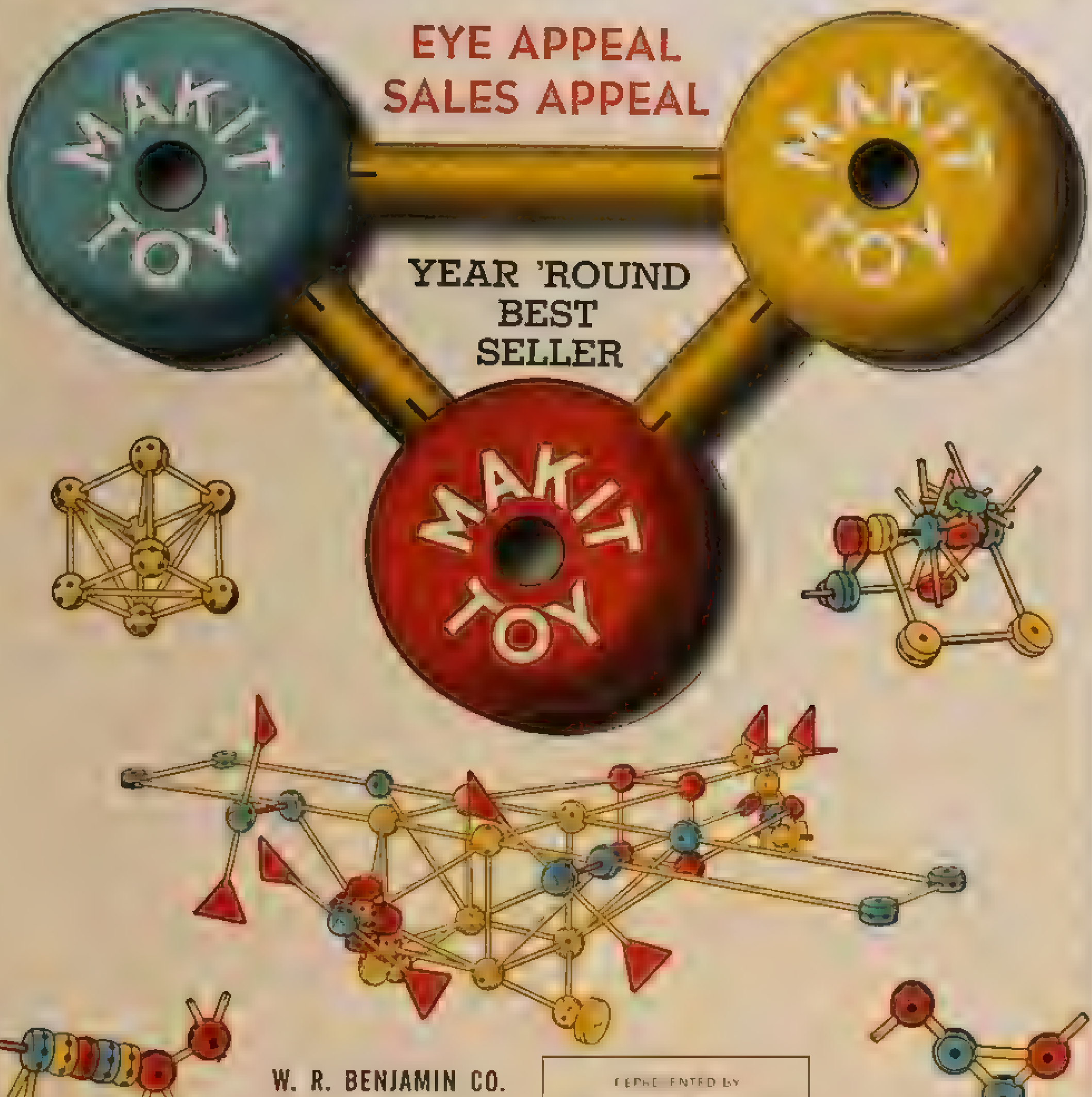


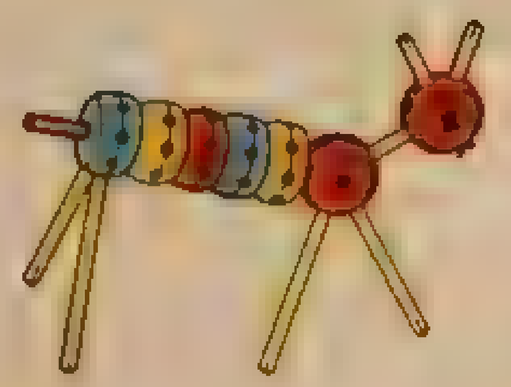
INVITES COMPARISON

PRIMARY	SUPER	JUMBO
93 PIECES	183 PIECES	292 PIECES

EYE APPEAL
SALES APPEAL

YEAR 'ROUND
BEST
SELLER





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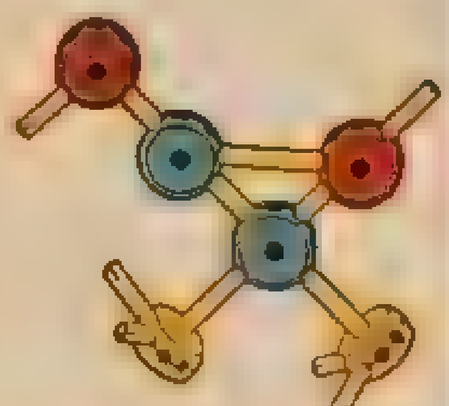

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W. R. BENJAMIN CO.

Makers of MAKIT TOY

GRANITE CITY, ILLINOIS

REPRESENTED BY

COLEMAN & MORRIS

ROOM 516

200 FIFTH AVE. N.Y.C

MAKIT WITH MAKIT

THE COLORFUL CONSTRUCTION TOY

ENLARGED AND IMPROVED

RODS ARE REALLY ROUND
COLORS ARE CERTIFIED NON-POISONOUS
FAN BLADES ARE DIE CUT

ATTRACTIVE...EDUCATIONAL...FASCINATING

PRIMARY MAKIT — 93 PIECES

Seven pieces are added including a ball. Builds Airplanes, Wagons, Wind Mills, Toy Animals, and hundreds of other simple constructions.

WEIGHT 12 LBS. DOZEN. ONE OR TWO DOZEN TO CARTON.

SUGGESTED RETAIL — $0.69

SUPER MAKIT — 183 PIECES

Eight pieces more than 1940-49 models. Has four balls, has longer rods and more parts than primary Makit. Larger more complex constructions are possible.

WEIGHT 21 LBS. DOZEN. ONE DOZEN TO CARTON.

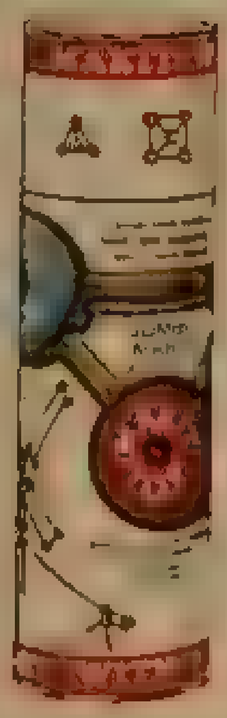
SUGGESTED RETAIL — $1.35

JUMBO MAKIT — 292 PIECES

Seventeen pieces have been added. Most versatile construction toy on the market. Makes complicated mechanisms and elaborate architectural structures.

WEIGHT 36 LBS. DOZEN. HALF DOZEN TO CARTON.

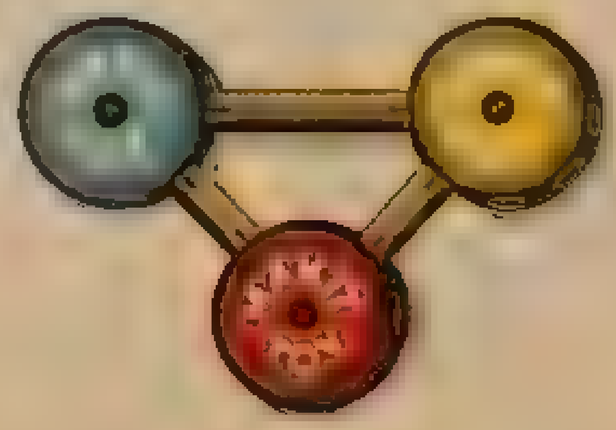
SUGGESTED RETAIL — $2.59



REPRESENTED BY
COLEMAN and MORRIS
ROOM 516
200 FIFTH AVE. N.Y.C

W. R. BENJAMIN CO.

Makers of MAKIT TOY
GRANITE CITY, ILLINOIS



Duchess Dolls ....Announces

MAY WE PRESENT THESE THE NEWEST ADDITIONS

MEET MAMSELLE FI-FI

The New Duchess
"DRESS UP" DOLL

- BEAUTIFUL ALL PLASTIC 7½" DOLL with MOVING ARMS and HEAD
- DRESSED IN REAL TO LIFE SATIN & LACE LINGERIE
- PACKAGED IN SALES–GETTING ACETATE WINDOW BOX
- AVAILABLE WITH PAINTED OR MOVING EYES

SEND FOR
OUR COMPLETE CATALOG

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Midwestern Rep
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Southwestern Rep
IRVING CUTLER
14362 Miranda
Van Nuys Cal

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L W DAVIDSON
91 Yesler way
Seattle Wash

Duchess Doll Corp.

these long awaited Premieres

TWO *SURE HITS* TO THE *DUCHESS LINE*

SEE

These New Hits and
The Full Duchess Doll Line

AT THE

TOY FAIR

HOTEL
Room 670 - McAlpin
AND
Rooms 649-650
HOTEL
New Yorker

DUCHESS BRIDE
NOW COMES
WITH A
REVOLVING MUSIC
BOX THAT PLAYS
APPROPRIATE MUSIC

PERMANENT N Y SHOWROOM

ROOM 962 200 FIFTH AVENUE N.Y.C.

68-11 ROOSEVELT AVENUE
WOODSIDE, LONG ISLAND, N. Y.

"More Parts Per $ Than Any Plastic Construction Set" says John Shrewdy.

John Shrewdy, toy buyer at Goliath Stores, tests out products in his own home. (That's his family pictured above.) Like many other toy buyers, he likes to see how the kiddies react to toys in his home. *Here is what John told us about Master Builder sets*

1 [illegible]

2 [illegible]

3 [illegible] Master Builder [illegible]

4 Master Builder [illegible]

5 [illegible] Master Builder [illegible]

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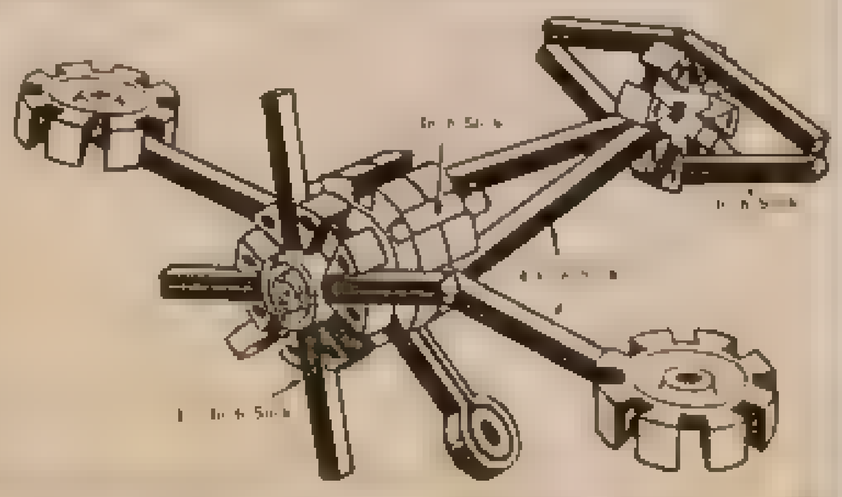
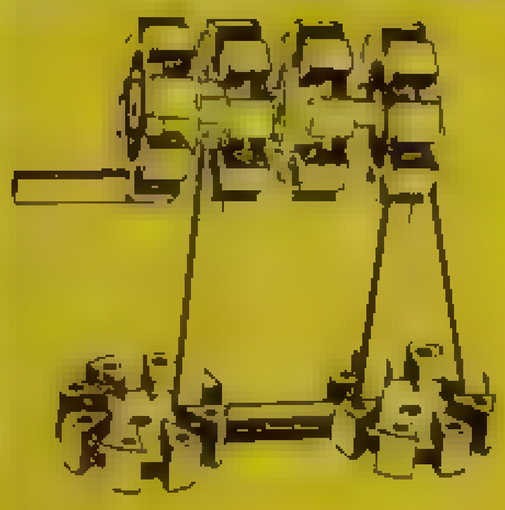
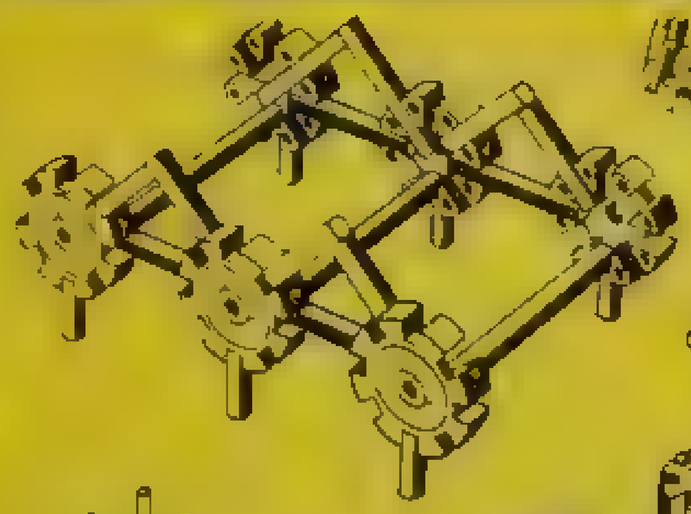
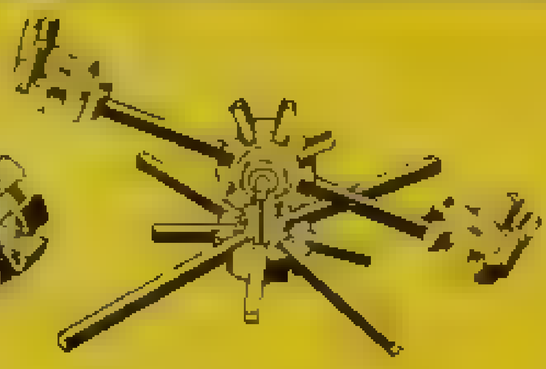
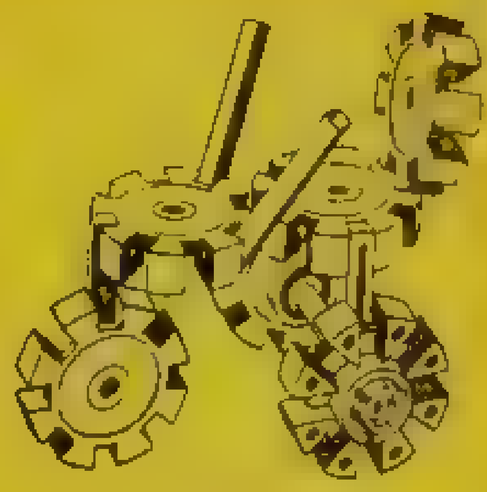
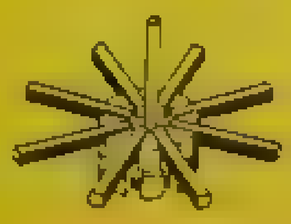
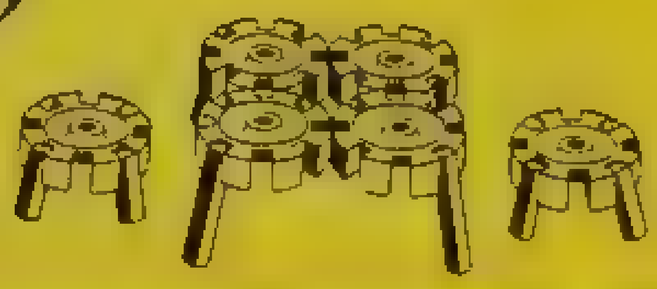
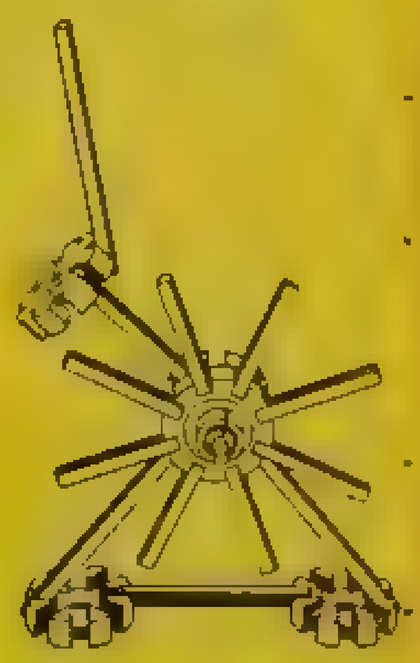
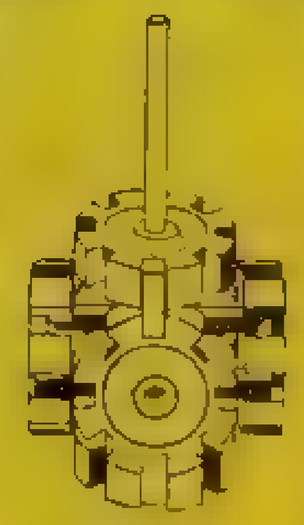
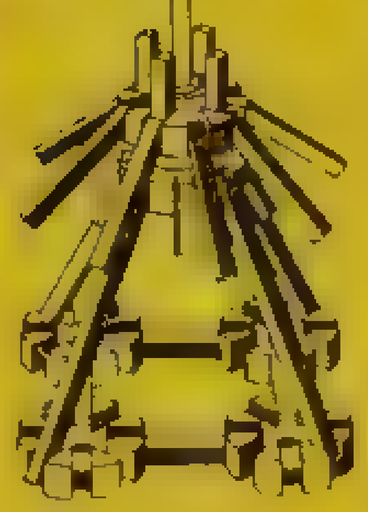
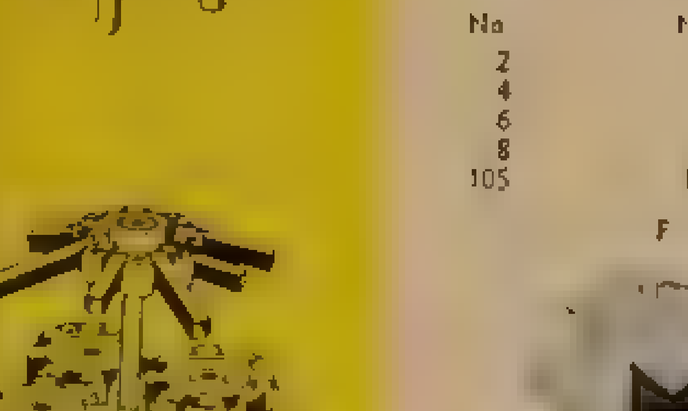
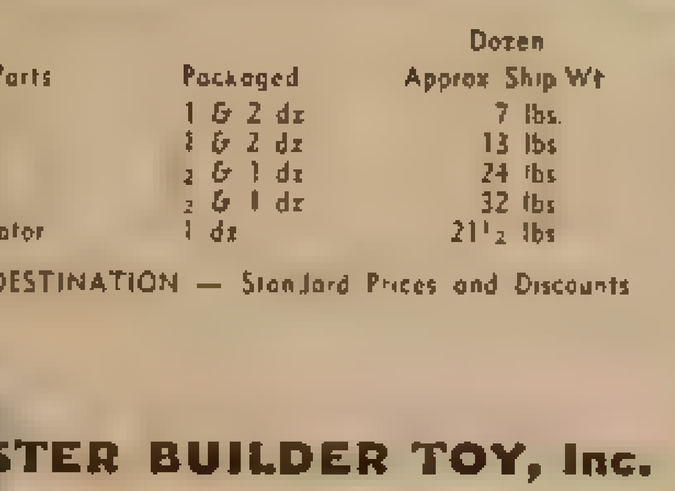






No	No of Parts	Packaged	Dozen Approx Ship Wt	Fair Trade Retail
2	52	1 & 2 dz	7 lbs.	$1 49
4	82	1 & 2 dz	13 lbs	$2 95
6	145	1 & 1 dz	24 lbs	$4 95
8	275	1 & 1 dz	32 lbs	$7 95
105	Elec Motor	1 dz	21½ lbs	$5 95

F O B DESTINATION — Standard Prices and Discounts

MASTER BUILDER TOY, Inc.

1750 54 BERKELEY STREET SANTA MONICA 3, CALIFORNIA

Model G-28, the 1950 style leader

ANNOUNCING

the All-New, Complete Line of . . .

'50 MERCURY BICYCLES

The new Mercury line is certain to be the bicycle sales sensation of 1950 Every model incorporates the latest in sound engineering, ultra-modern design and advanced color styling. Here are some of the profit-building sales features of these great bicycles:

ELECTRIC CONSTRUCTION Electric hydrogen brazing of frame gives super strength and cleaner joints . . . Reinforcement of *all* joints gives maximum durability . . . Oven-baked enamels for lasting luster; top quality chrome plating for extra sparkle

BETTER DESIGN Superb restyling of the deluxe models, including an entirely new chain guard, tank, and luggage carrier

COMPLETE LINE There is a Mercury bicycle for every age and every pocketbook, from 26" size down to the 12" park cycle, including super deluxe, deluxe and standard models

SYMBOL OF QUALITY

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

1950 MURRAY OHIO *Wheel Goods* are better than ever!

AUTOS Three new models have been added to the line for 1950.

TRUCKS Five new truck models are included in the new line.

WAGONS A complete new ball-bearing line, ranging from super deluxe to utility models.

Extensive improvements have been made in the new Murray Ohio line Ultra modern design plus improved mechanical features give every model *even greater Sales Appeal*—sales appeal that means *Faster Turnover* and *Bigger Profits* for *You!*

Full Ball-Bearing Wheels are used on the *entire* line—assuring smoother riding, easier pedaling, and longer wear . . Additional improvements on the juvenile autos and trucks include (1) ball-bearing pull straps and axle retainers for easier operation; (2) improved undergear that gives more leg room; (3) new steering mechanism that permits turning in shorter circles

Also note the variety of sizes and models listed under the sketches Yes, the long-famous Murray line is now truly *better than ever!* Be sure to see the display at the Toy Fair, or if unable to attend, write for

[illegible] on the 1950 LINE. Your copy sent promptly on request

THE MURRAY OHIO MFG. CO.

Cleveland 10, Ohio

New York: 502-08 Fifth Avenue Bldg.

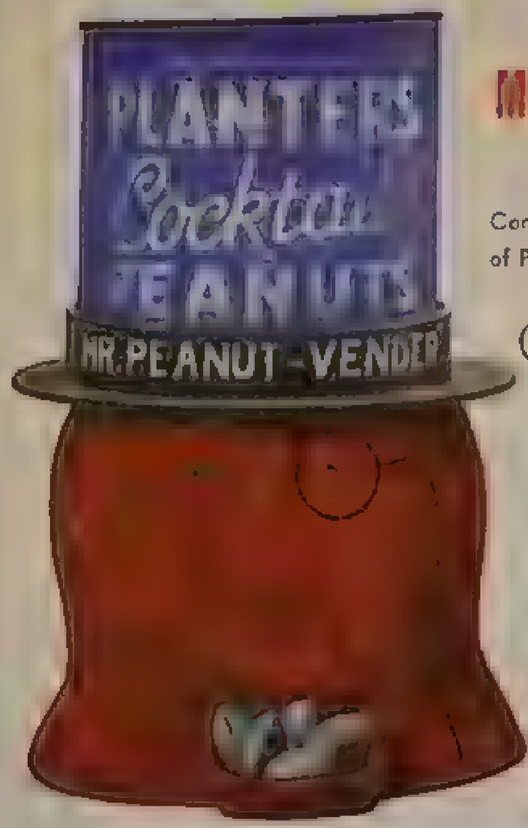
VELOCIPEDES Full range of tangent spoke and machine spoke models—all ball-bearing.

CHAIN-DRIVEN TRICYCLES Three full ball-bearing models—two 16" size, one 14" size.

PARK CYCLES 12" and 14" models, with removable, outrigger-type safety bike aid.

We have been granted the exclusive manufacturing and selling rights for what will be One of the Greatest Selling Novelties in Years!

Cash in on the tremendous advertising benefits provided by our licensor — PLANTERS PEANUT CORP.



ALL PLASTIC

MR. PEANUT VENDER AND BANK

Comes complete with ½ lb. vacuum packed can of Planters Peanuts. Simply unlock Mr. Peanut's Hat — open the can, empty contents into hat, and lock.

USES PENNIES, NICKELS OR DIMES

Same key unlocks bottom plate for coin removal when bank is full. Will hold upwards of twenty dollars in coins.

NO TROUBLE WITH REFILLS AVAILABLE EVERYWHERE

NO 004 HEIGHT 7½ Inches

THE SMASH HIT OF 1950!

The Quality of our Spring Wound Toys is beyond comparison. This is evident when you inspect them in our display rooms. They are made to withstand the roughest treatment and are worthy of our guarantee.

MECHANICAL WALKING TOYS

Strong Plastic Bodies • Dependable Spring Wound Motors

TOTO, THE CLOWN

NO. 1001

Height 12 inches
IND. Boxed
2 Doz. per carton
Weight per doz. 14 lbs.

Beautifully Painted in Three Colors

ONE-HALF ACTUAL SIZE

POLLY PENGUIN

NO [illegible]

Height 11 Inches
IND. Boxed
2 Doz. per carton
Weight per doz. 14 lbs

THE GEO. S. SCOTT MFG. CO., WALLINGFORD, CONN.

SALES REPRESENTATIVES, LEVY & FRYER, 20 FIFTH AVE ROOM 203 NEW YORK 10 N. Y.

YEAR ROUND

Standard Selling Numbers

NO. 45
POLICE
WHISTLE

NO. 103
5 BUBBLE PIPE
Blows 5 bubbles
at one time

NO. 125 REN
with or without band and chain

NO. 813 TWO TONE TOOTER
with or without band and tassel

NO. 150 PRESS A TOP

Brand New — Patented — A self-contained spring winding plastic top. Wind press to release. Sings as it spins. Winder solidly assembled to top. Cannot be mislaid

NO. 101 MUSI-KAZOO
Just Hum In It

← NO. 62 PICCOLO RECORDER

This 13 inch ong instrument has been recognized as the leader in its field. Complete in box with music book. Each instrument in two colors ivory and red. Pitched in key C

Above items in assorted colors red blue green yellow. Nickeled trimmings and chains, where indicated

ACTUAL SIZES SHOWN

Carded 12 or 1 per card

Their quality in the low price market has not been surpassed. Immediate shipments from stock

SCOTTY TOYS

THE GEO. S. SCOTT MFG. CO., INC.

WALLINGFORD CONNECTICUT

Phone 2[illegible] for Free Appointment to visit factory

SCOTTY TOYS

TRADE MARK

16th Year

PIONEERS IN PLASTIC TOYS

SCOTT

The Geo. S. SCOTT Mfg. Co.

WALLINGFORD CONN.

[illegible] 200 FIFTH AVENUE, NEW YORK 10, N. Y.

SPARKLE PLENTY

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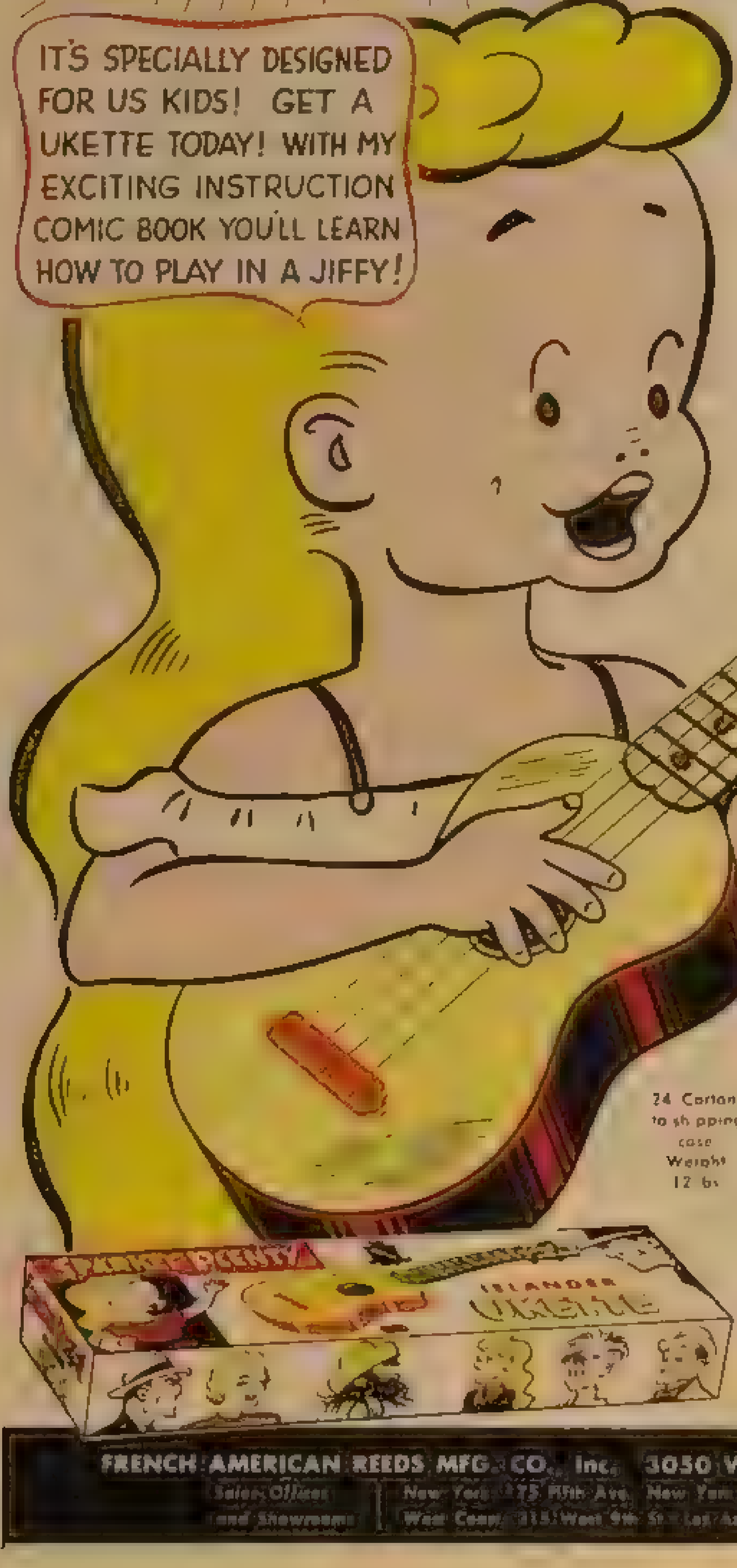
ISLANDER

Pat. Pending

UKETTE



Every kid who reads the comics will want a "SPARKLE PLENTY ISLANDER UKETTE!" Made of Styron plastic, just like the professional Islander. The Ukette has a real ukulele tone Nylon strings. Precision made pegs. Animal head position dots. Bright, attractive colors . . . gayly decorated.

to retail at

$2.98

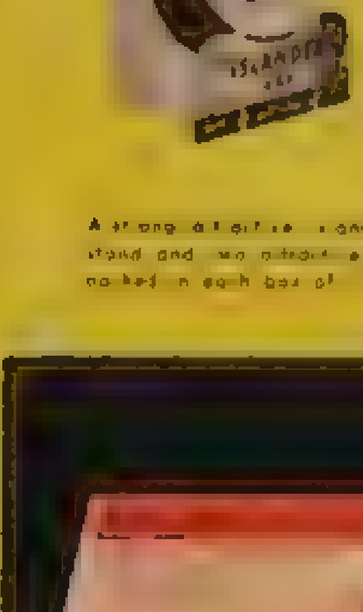
SPARKLE PLENTY shows how she earned to play the UKETTE in a beautiful 32 page four-color illustrated comic book. Any child can learn to play following these simple illustrated instructions. There are many songs in the book. The UKETTE makes a perfect package. In addition to the Sparkle Plenty illustrated song book the instrument comes covered with an all-weather polythene protective bag, felt pick all packed in an individual four-color carton featuring the entire DICK TRACY family. Your SALES will "SPARKLE PLENTY" with the SPARKLE PLENTY ISLANDER UKETTE. NOW the nationwide popularity of the famous ISLANDER will help sales of the SPARKLE PLENTY ISLANDER UKETTE. Dick Tracy's strip appears in more newspapers than any other. Sparkle Plenty is already famous playing the Ukette in this adventure story . . . it's a perfect tie up for you. YOU CAN NOT AFFORD to miss this opportunity for plus sales. Get there first with the most. Order today

24 Cartons to shipping case
Weight 12 lbs

FRENCH-AMERICAN REEDS MFG. CO., Inc. 3050 Webster Avenue, New York 67, N. Y.

Sales Offices and Showrooms: New York 175 Fifth Ave. New York 10, N. Y. Morwill Smith, Manager
West Coast 315 West 9th St. Los Angeles, Cal. Robert R. Taich, Manager

Designed and manufactured by MACCAFERRI



A strong display carton holds Islander ukes and has a display window at each end. Packed in each box of 12 ukes.

The Islander uke is a full size ukulele. Made of Styron, a highly resounding DOW plastic. Has mellow, penetrating tone, perfect pitch, precision fingerboard, easy to play. Colorfully grained body and Ivory finished top. Nylon strings. Patent pegs. It is the greatest value ever offered in a musical instrument.

FRENCH AMERICAN REEDS MFG. CO., Inc. • 3050 Webster Avenue, New York 67, N. Y

Sales Offices and Showrooms | New York 175 Fifth Ave New York 10 N Y Morton Smith Manager
West Coast 315 West 9th St Los Angeles Ca Robert R Tatch Manage

MEET the AIRLINER with a FUTURE!

Martin 4-0-4

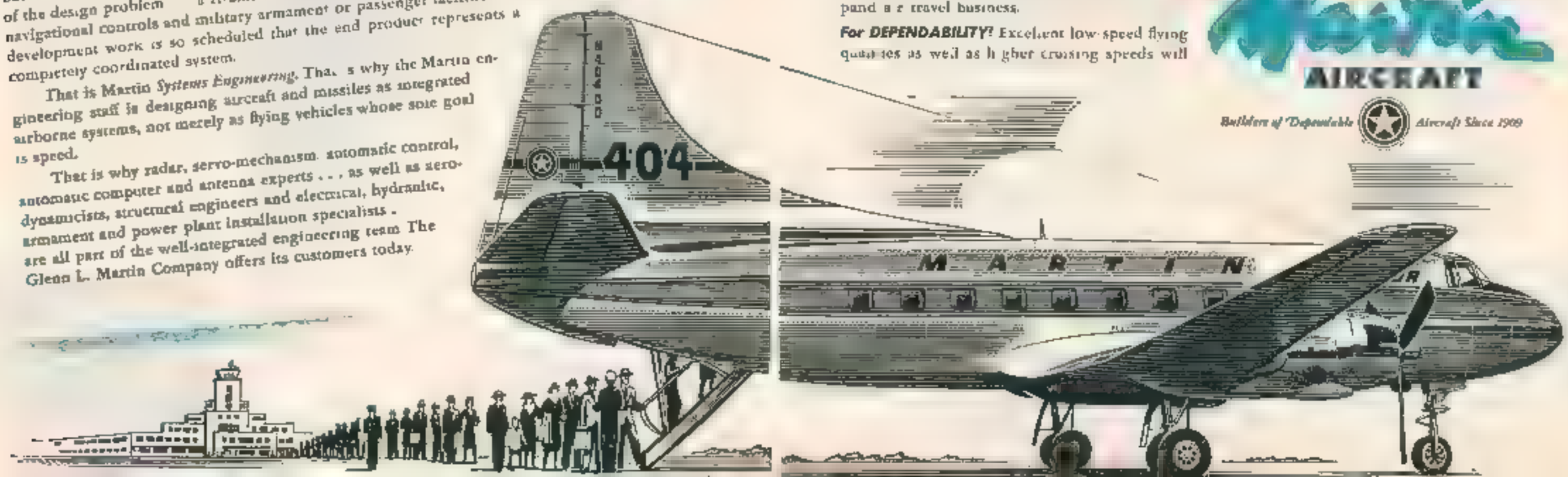
pressurized, high-speed AIRLINER

Designed from nose to tail by modern Martin Systems Engineering . . .

Whether the Martin product is a commercial airliner like the 4-0-4 a military bomber or a guided missile Martin's engineering staff works on *all* phases of the design problem s rframe and power plant electronic flight and navigational controls and military armament or passenger facilities. And development work is so scheduled that the end product represents a completely coordinated system.

That is Martin *Systems Engineering*. That s why the Martin engineering staff is designing aircraft and missiles as integrated airborne systems, not merely as flying vehicles whose sole goal is speed.

That is why radar, servo-mechanism, automatic control, automatic computer and antenna experts . . . as well as aerodynamicists, structural engineers and electrical, hydraulic, armament and power plant installation specialists . are all part of the well-integrated engineering team The Glenn L. Martin Company offers its customers today.



Chosen by EASTERN and TWA to modernize their Twin-Engine Fleets

For OPERATING ECONOMY! High revenue capacity, high cruising speed and low maintenance costs add up to maximum economy for Martin 4-0-4's. Fast ground loading features will cut stopover time. And remember, the 4-0-4's basic configuration, originally designed for low-cost maintenance, has been further improved as a result of almost three years of Martin 2-0-2 experience with Northwest Airlines and leading South American lines.

For PASSENGER APPEAL! Shorter trips, shorter stops, and pressurized, air-conditioned, comfortably quiet cabins will give travelers more reasons to fly by 4 0-4. And the Martin 4 0 4 Airliner can serve smaller airports to help expand a r travel business.

For DEPENDABILITY! Excellent low-speed flying qualities as well as h gher cruising speeds will result from the 4-0-4 s efficient wing and flap design. But t-in aerodynamic stability will permit wide range of passenger and cargo loading.

For FUTURE USEFULNESS! Present structural and performance margins permit gross weight, payload and power plant changes to meet future airline requirements. Turbo-prop engines will result in higher cruising speeds, a longer useful life

For complete specifications, write today to: THE GLENN L. MARTIN COMPANY, Baltimore 3, Maryland.

Martin AIRCRAFT

Builders of Dependable Aircraft Since 1909

mounts cast integrally, roller bearings on all axles and driving boxes, and a booster on the Commonwealth trailing truck. Drivers are 78-inch and tractive effort is 56,000 pounds (including booster).

H. Stafford Bryant Jr.

4311 Greenway Ct., Lynchburg, Va.

Royal Blue still running

I must admit that Mr. Gillilan's letter [May TRAINS] about General Electric infuriated me. He referred to the *Royal Blue* as if it were some branch-line train that no one had ever heard of or ridden Mr. Gillilan then said, " . . . which was later discontinued." Sirs, the *Royal Blue* is still very much in service. The train has been in continuous operation ever since 1935 and is the pride of the Baltimore & Ohio's New York line. It operates on a 3-hour 55-minute schedule between the nation's capital and New York and is by far the finest streamlined train serving those two cities. Please, let us give credit where it is due

What Mr. Gillilan was probably referring to was the sale of the original train to the Alton Line in 1937 and the subsequent installation of the present *Royal Blue*.

Robert G. Manette.

Tower 14, N N M C., Bethesda, Md.

Misleading comparison

The editorial from *American Business* [May TRAINS] is in my opinion a typically misleading piece against government ownership of railroads (which I myself am opposed to with all my heart). Personally, I believe that propaganda of this type is useless because it is so open to ridicule. Comparison of British and Japanese Railways versus Santa Fe is ridiculous. There is little in common among these three. Santa Fe has no suburban problem; it runs through an area nowhere near as industrialized as the British Railways and handles bigger, heavier trains. The latter point is one which BR cannot improve upon. The nature of its service precludes American type trains or locomotives with their mass-moval facilities. Futhermore, Santa Fe has been able to cut out unprofitable branches, while government-owned roads are seldom able to let any branch go.

D. H. Kotz.

7722 28th Ave., Kenosha, Wis.

Pennsy K-5's still in service

Under "Locomotives Notes" in March TRAINS, you say that the Pennsylvania's two K-5's No. 5698 and 5699 are stored at Canton, O. I beg to disagree with you. Both of these engines are in active service pulling trains between Harrisburg and Baltimore. After 21 years of service these engines still do very well and out-pull most K-4's.

W. W. Ferguson.

444 Hillcrest Rd., York, Pa.

Trolley R.P.O. goes

Railway Mail Service clerks on the last trolley R.P.O. [August 1949 TRAINS, page 60] have informed me that April 29 will be the last day of service. On May 1 it will be replaced by a Highway Post Office route.

Jack Whitmeyer.

447 June St., Colton, Calif.

For pleasure *before* business take the family along...

Mountain Panoramas from the Skytop Lounge

see the Pacific Northwest from

THE OLYMPIAN Hiawatha

Your business trip to the Pacific Northwest can be a delightful vacation if you take the family along on The Milwaukee Road's super-speed Olympian HIAWATHA.

Scenery? The wide West is at eye level just outside your window. Make stopovers en route; visit the Puget Sound country around Seattle and Tacoma—a mountain and marine wonderland.

Your children under five ride free, those under twelve for half fare. You can go de luxe in private-room cars or enjoy berth comfort with economy in Touralux sleepers. Coaches, too, plus the handsome diner and the cheerful Tip Top Grill car.

You'll like the air of friendly hospitality on The Milwaukee Road, and the freedom from tiring drives, traffic and weather hazards.

We'll be glad to help plan the entire trip. H. Sengstacken, Passenger Traffic Manager, 708 Union Station, Chicago 6, Illinois.

New and cheerfully decorated, Touralux sleepers that save you money are a Milwaukee Road "exclusive."

THE MILWAUKEE ROAD

OPENING OUR SECOND CENTURY 1950

motive. The straight electric entered the scene about 50 years ago, and no romantic aura ever developed around it.

As a machine the diesel does its job well and leaves little to be desired; but as a symbol of railroading, it has not the emotional appeal, color or personal attraction of the reciprocating steam locomotive.

Harry F. Williams.

612 Montgomery St., Syracuse 3, N. Y.

D&RGW 805↑

In February TRAINS, I noticed in "Locomotive Notes" an item about Rio Grande 805 being scrapped. I thought you would like to see what I believe to be the last picture of 805.

W. C. Spriggs.

24 Fox St., Denver, Colo.

Trailer trucks ride the CGW

In "Passengers and Trailer Trucks Ride the New Haven" [February TRAINS], Willard Anderson writes that perhaps the New Haven is the only railroad in existence that hauls truck trailers. The Chicago Great Western has hauled truck trailers for a number of years with probably between 60 and 70 passing through Elizabeth (on the main line between Chicago and western points) each day on the eastbound and westbound trains.

Lois Prisk.

R. 1, Elizabeth, Ill.

[Woman to woman, Miss Prisk, thank you for your contribution! — Ed.]

Railroads of New York

Permit me to disagree with the comments of the reviewer of *Railroads of New York* by G. W. O'Connor [February TRAINS]. I received a copy of the book and have thoroughly enjoyed it. At first I thought it was pretty poor — for the very reasons mentioned by the reviewer; but afterwards I started thinking and realized that these photos are an absolutely accurate representation of railroading in that area. While it is possible to obtain better photos in that section to do so one must seek out special locations where the background is suitable for a good photo and wait for satisfactory light conditions. However, such photos are not representative and do not truly portray railroading as it is; these are photos of trains, not railroads. The wash on the

Banish weather worries and hazards ...ride the swift and restful

HIAWATHAS

OLYMPIAN HIAWATHA
Chicago-Twin Cities
Spokane-Seattle-Tacoma

TWIN CITIES HIAWATHAS
2 a day each way
Chicago-Milwaukee
St. Paul-Minneapolis

MIDWEST HIAWATHA
Chicago-Des Moines-Omaha
Sioux City-Sioux Falls

CHIPPEWA HIAWATHA
Chicago-Milwaukee
Green Bay-Upper Michigan

NORTH WOODS HIAWATHA
Serving Wisconsin River Valley

When you step aboard a Milwaukee Road HIAWATHA, you step into a new world of rest and relaxation. Luxurious cars rolling smoothly over a steel highway keep you safe from sudden storms, from slippery highways, fog and early darkness.

You'll find courtesy and comfort on the HIAWATHAS and a wide range of accommodations. Yet Milwaukee Road fares are agreeably low—round trip coach tickets slightly more than 2¢ a mile.

Ride—and relax—with us. Let your local railroad agent help plan your trip, or write for information to H. Sengstacken, Passenger Traffic Manager, 708 Union Station, Chicago 6, Illinois.

THE MILWAUKEE ROAD

OPENING OUR SECOND CENTURY 1950

MORE POWER for the M.& St. L.!

So says the management of the Minneapolis & St. Louis Railway, as eight more new Diesel Locomotives start rolling in early 1950.

These increase the M. & St. L. fleet of Modern Motive Power to more than 50 Diesel Units. In 1950, the M. & St. L. will be completely Dieselized, permitting retirement of the last of the fine old steam engines that powered the road before the more efficient and economical Diesels came along.

MORE POWER to the M.& St. L.!

So say thousands of satisfied freight shippers and receivers—more of them every year—who like the Fast Dependable Service of

The Minneapolis & St. Louis Railway

Since 1871, the M. & St. L. has specialized in fast transportation of freight in the rich Midwest territory networked by its lines. Today, with Diesel locomotives, fleets of new cars and heavy-duty tracks, the M. & St. L. is better able than ever before to sustain its 79 years' reputation for

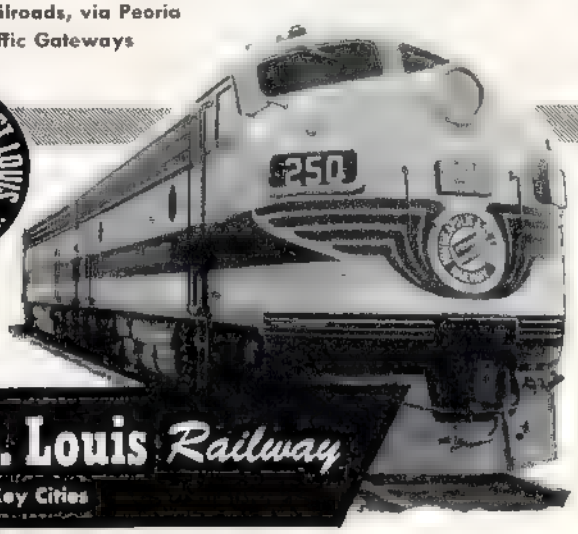
Fast Freight Service

To Agriculture and Industry in the Great Midwest

To Shippers and Receivers in Minnesota, South Dakota, Iowa and Illinois

To Connecting Railroads, via Peoria and Other Traffic Gateways

THE MINNEAPOLIS & ST. LOUIS RAILWAY CO. PEORIA GATEWAY



The **Minneapolis & St. Louis** *Railway*

Traffic Offices in 36 Key Cities

every month is

PERFECT SHIPPING MONTH

on the **M. & St. L.**

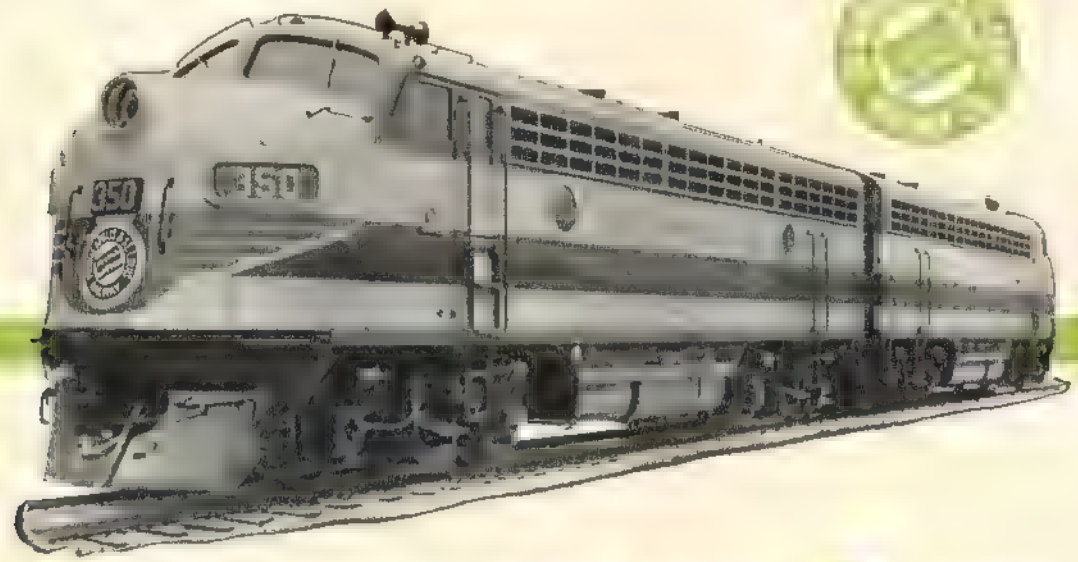
JOHNNY CAREFUL, tracking down loss and damage claims and mishaps that cause them, is boss every April of America's celebration of Perfect Shipping Month. Each April, Shippers and Railroads take stock of progress toward the goal of completely efficient freight handling.

But nowadays, every month the year round, industry and the workers who pack, label and load freight demonstrate greater efficiency. Railroads, with constantly improved equipment, contribute to Perfect Shipping the finest transportation service ever known.

Johnny Careful also is boss all the time and Perfect Shipping Month is celebrated 12 times a year on

The Minneapolis & St. Louis Railway

In the Great Midwest, M. & St. L. freight service, for Shippers and Receivers, for Agriculture and Industry, for Connecting Roads, is as nearly perfect as teamwork of skilled workers can make it. Helping also are growing fleets of modern cars and engines, with new Diesel Locomotives powering all trains.



The Minneapolis & St. Louis Railway

Traffic Offices in 36 Key Cities

GENERAL OFFICES: NORTHWESTERN BANK BUILDING, MINNEAPOLIS 2, MINNESOTA

The GREAT MIDWEST...

...Grain Grower for the Nation!

Holding fast to its proud place as America's No. 1 agricultural region, the Great Midwest in 1949 produced far more than half of the country's immense grain crop, adding new billions to the solid prosperity of its people and their communities.

In 1949, the United States harvested 3,377,790,000 bushels of corn, second largest crop in history and exceeded only by the all-time record outturn of 1948. Of the total, 1,403,295,000 or over 40 per cent was grown in the four Midwest States served by

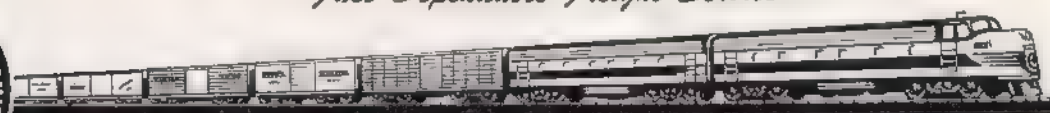
The Minneapolis & St. Louis Railway

These states, Iowa, Illinois, Minnesota and South Dakota, also harvested 653,472,000 bushels of oats, just half of the nation's 1949 crop; 124,165,000 bushels or 55 per cent of the soy beans; 22,692,000 bushels or 52 per cent of the flax seed; and, as usual, vast quantities of wheat, barley, rye, hay and other cash and feed crops.

Soon, Midwest Farmers will be seeding their fertile fields for the new crops, which on the basis of present conditions should again be bountiful. As always through nearly a century, the Farmers will rely on their Railroads for fast transportation of grains and other products; and of the feeds, machinery and all the other things they buy.

For 80 years, the M. & St. L. has been a vital factor in freight transportation for Midwest Agriculture and Industry and for Connecting Railways. Today, the M. & St. L., an efficient modern railroad with fleets of new Diesel Locomotives is better equipped than ever to provide

Fast Dependable Freight Service



THE MINNEAPOLIS & ST. LOUIS RAILWAY CO. — THE PEORIA GATEWAY

The **Minneapolis & St. Louis** *Railway*

Traffic Offices in 36 Key Cities

ALL PLASTIC!
ALL PLAY VALUE!
ALL BEAUTY!
ALL COLOR!

THE GREATEST TOY TRIUMPH OF TODAY!

NOAH'S NESTING ARK

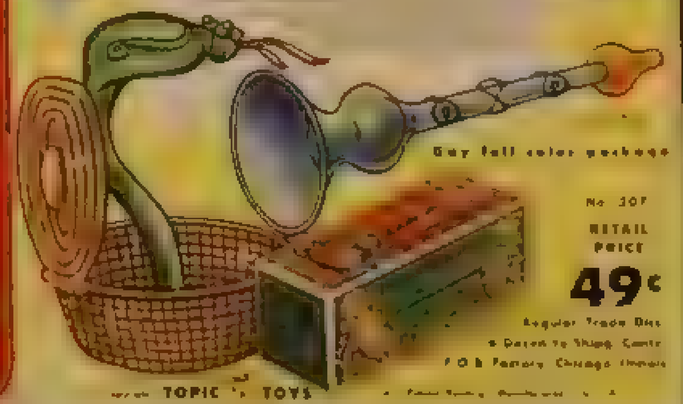
No. 3035
Retail Price
$2.95

F. O. B. FACTORY
CHICAGO, ILL.
Regular Trade Discounts
POSTPAID SHIPPING
OR AIR EXPRESS

TOPIC TOYS

Everybody WANTS TO toot THE MAHJOT FLUTE

AND WATCH CLEO, THE COBRA, DANCE!



Gay full color package

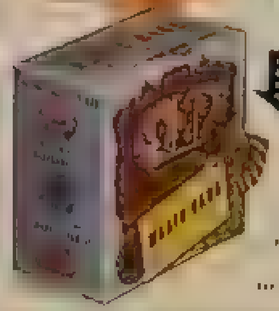
No. 307
RETAIL PRICE
49¢

Regular Trade Discounts
Postage to Ship Costs
F. O. B. Factory, Chicago, Illinois

TOPIC TOYS

MAGIC CAGE

A CLICK . . . and an exciting change on both sides!



Beautiful plastic, action novelty. 3" wide & long, 3 ¼" high, engraved with all elaborate detail of a Circus Wagon in a vivid array of colors. AS A LITTLE CUPID IS PRESSED THE ANIMALS ON EACH SIDE OF THE CAGE CHANGE. Three animals to each side—Lion, Elephant, Bear on one side; Tiger, Gorilla and cute little family of Monkeys on the other, in different colors. A miniature masterpiece resembling a precious work of craftsmanship, beautifully packaged in Clever Clown Demonstration Package.

LION · TIGER · BEAR · ELEPHANT · MONKEY FAMILY · GORILLA

Gr. 324 RETAIL PRICE **49c**

Regular Trade Rate & Dozen to Ship Case F.O.B. Factory Chicago Ill.

OUTSTANDING NOVELTIES IN Gorgeous Packages!

Gr. 324 PRICE **98c** RETAIL

Regular Trade Discounts 2 Dozen to Shipping Case Approx. Shipping wt. 18 lbs. F.O.B. Chicago

HAPPY BUDDIES BOX. Colorful Plastic Action Novelties, each has five eggs and five duck wings. BUSY BODY GOOSEY LUCKY painted eyes and beak, waddle action, wings flap to perform in the new Colorful square Package that is Colorful & Practical in Value as a prize that encourages business!

BUSY BODY Famous BUSY BODY is the photo entertaining hen that lays eggs and flaps her wings in beautiful full color Package.

GOOSEY LUCKY Duck. GOOSEY LUCKY with funny painted head and eyes, lays five eggs and flaps her wings to delight the child.

Created by M. GLASS and ASSOCIATES

Gr. 324 PRICE **29c** RETAIL

Approx. Shipping Wt. 4 doz. 5 lbs. 12 doz. 12 lbs.

Gr. 324 PRICE **39c** RETAIL

Approx. Shipping Wt. 4 doz. 5 lbs. 12 doz. 12 lbs.

Copyright **TOPIC TOYS** 174 West Jackson Blvd., Chicago 4 Illinois

PLAYTHINGS FEBRUARY 950

The Most Adorable Mystery Novelty Imaginable!

BLUSHING SWEETHEARTS

ALL THE WORLD LOVES FRESH [illegible] LOVERS

Here are 12 shy Blushing Sweethearts . . . so very sweet and loving but naughty boy and girl that an American will adopt as their very own!

Amazingly realistic Blushing Action reminiscent of budding years of childhood. The boy's expression of shy enthusiasm and the girl's perky expectancy change to startled surprise as they blush.

Beautifully sculptured plastic dolls are rich in every detail including the slingshot in the boy's hip pocket and the fruit on the girl's dress. They are charming enough to grace the proudest knick-knack shelf!

She blushes when he gives her the apple

BUT WHAT MAKES THEM BOTH BLUSH?

YES SIR, THAT IS THE QUESTION WORTH A MILLION SMILES . . . A MILLION SALES!

Gorgeously packaged as all pictured designed to provoke buying curiosity and to challenge the highest sales record

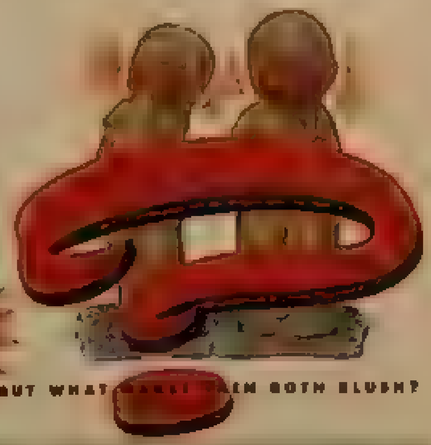
RETAIL PRICE **$1.29**

complete with easily replaceable guaranteed batteries and bulbs. Minimum shipping container 2 dozen with counter display card.

U. S. Pats. Pends. Marks Reg. U. S. A.

Created by M. GLASS and ASSOCIATES

SHE BLUSHES WHEN HE GIVES HER THE APPLE



BUT WHAT MAKES THEM BOTH BLUSH?

YANK-A-TOOTH

A TERRIFIC NEW GAG!

Here's a gag a Brand-New sample to perform. Just tell pa the rotted screaming. Put whoopee cap for an actor and hold their warning of corn party or gathering. Here to it. Then pull out the [illegible] a thousand screaming ways pass it and hand it

YANK-A-TOOTH is a realistic Plastic Tooth made black and all around it an actual tooth and pack. The problem naturally plays a fit the Toothpick on his mouth and goes through the stages as illustrated. The results start a hubbub

and a full color [illegible] to amplify eye catching and not dispute more with them instructions inside

YANK-A-TOOTH is a RED HOT SELLER! Get some of the HEAT NOW

25¢ Retail Price each.
1 DOZ. TO CARD
3 Dozen Cards to Ship. Case
F.O.B. Factory Chicago, Ill.
Regular Trade Discounts

Copyright **TOPIC TOYS** 174 West Jackson Blvd., Chicago 4 Illinois

. . . in air-cooled comfort and all-weather safety . . .
at New York Central's money-saving round-trip fares!

See exciting New York! Broadway shows and 5th Avenue shops. Skyscrapers and museums. On the way, see the Hudson from a New York Central window!

See the Adirondacks! World-famous resorts. Trout streams, rugged peaks, lovely lakes. New York Central takes you through miles of this mountain wilderness.

See historic New England! Bunker Hill and Plymouth Rock. Beaches and mountains. On your way, see the Berkshires from your cool Dieseliner.

See Niagara Falls and Canada! Niagara's majesty. Old-World Quebec. And on your way see the Great Lakes or Mohawk Valley from your New York Central train.

See Western Wonderlands! Deserts, dude ranches, the Rockies, California, the Northwest. Go Central to the western gateways, and see the Water Level Route!

FREE ILLUSTRATED VACATION GUIDE with fun map of these playgrounds. Tips on free baggage checking, money-saving round-trip fares, how to reserve drive-ur-self cars for sight-seeing at stopovers. Send coupon to New York Central Room 1334LL, 466 Lexington Avenue, New York 17, N. Y

NAME _____

ADDRESS _____

CITY _____ STATE _____

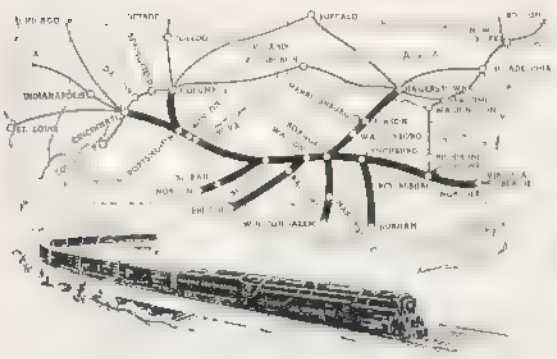
NEW

NEW YORK CENTRAL

The Scenic Water Level Route

Mrs. Noble knew
. . . when Charley came sailing home

Legend says that when Charley Noble — a captain in the early British merchant marine — headed his ship for home, he had his crew put a high polish on the vessel's copper galley stove-pipe . . . so that Mrs. Noole, watching the harbor, could see the gleam from afar, and know that Charley was home from the seas. To this day, the galley stove-pipe is known to all English-speaking seamen as "the Charley Noble."



Today, Charley Noble would simply pick up his ship-to-shore telephone and tell Mrs. Noble he'd be home for dinner. Development and improvement of the telephone through the years is progress. Progress is the result of constant improvement and planning ahead.

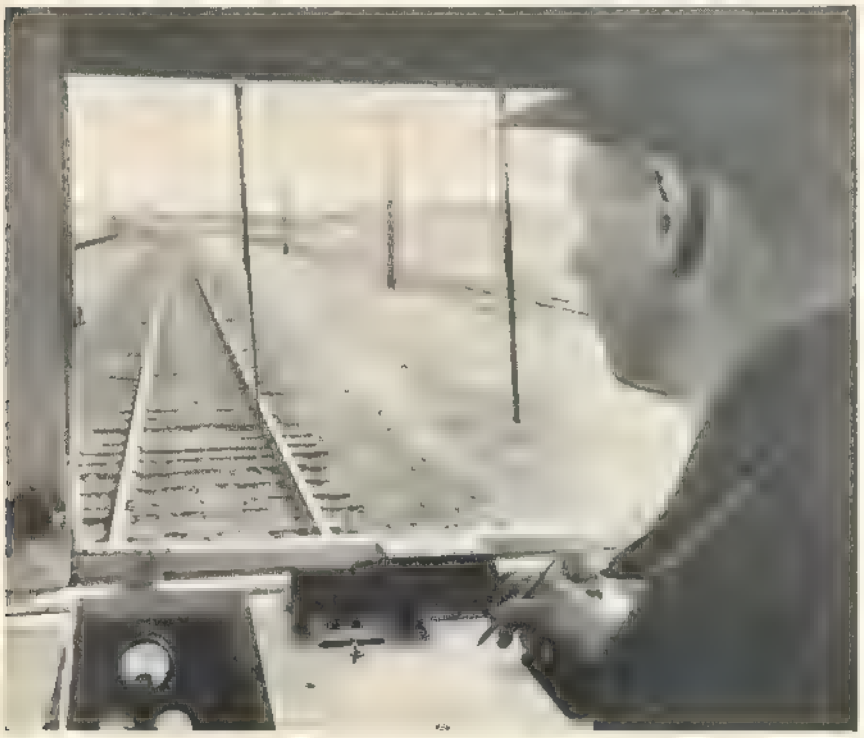
To stay out in front in the march of progress, the Norfolk and Western Railway is constantly improving its transportation plant and planning for the future.

That's why this railroad, during the four postwar years, has invested more than $105,000,000 for improvements of all kinds all over the railway to provide continuously *better* rail service for shippers and passengers. That's why users of the railroad can depend on the Precision Transportation of the strategically located Norfolk and Western.

Norfolk and Western
RAILWAY

PRECISION TRANSPORTATION

Super-sleuth
SPEEDS NP FREIGHT SERVICE!



HIS FEATS SOUND FANTASTIC. He uses invisible clues. Has X-ray vision. Tracks down track trouble before it starts! But wait, that's not so hard. He has an NP Detector Car to help him. With its electronic "eyes", he spots tiny, hidden fissures in the rails as he rolls along. They're recorded on that paper tape under his hand. At the same time, a jet of paint from the car marks the track to show section hands where *new* rail goes in to replace the old. What does this amazing Detector car look like? . . .

YOU MAY SEE this trim twosome any day, anywhere along the Main Street of the Northwest. The unit nearest you is the Detector car itself. The other is the "tow-car" which pulls it. NP has two of these ultramodern machines which patrol "Main Street" several times a year. And see what *else* we have to insure fast freight service . . .

IT TAKES POWER to get freight somewhere *fast!* And power we've got in the form of a *fleet* of these massive diesels . . . in action along "Main Street". Call on us when you've a *tough* shipping problem!

AND—for finest passenger service take the modern, streamlined NORTH COAST LIMITED.

NORTHERN PACIFIC RAILWAY

Main Street of the Northwest

NORTHERN PACIFIC
YELLOWSTONE PARK LINE

transportation from Denver to Salida (by special bus or private car) extra. Mail reservations to I. E. August, Rocky Mountain Railroad Club, 2645 Steele St., Denver, Colo.

May 28: Rail-water trip. Out of Reading on the Reading to Philadelphia, thence over Chester Branch and Wilson Line through C&D Canal to Chesapeake Bay. Back to Chester on boat, then rail to Reading. Adults, $5; children, $2.50. Write Irvin L. Kissinger, Reading Railfan Society, 102 Cecil Ave., West Lawn, Pa.

May 28: B&O to Lorain ore and coal docks. Leave Canton, O., 8:30 a.m. (EST) with arrival at Lorain coal dumper at 2:55 p.m. Return to Canton by 7 p.m. Photo stops at Lorain and Akron roundhouses; inspection of coal dumper and coal-handling facilities at Lorain. Lunch available on train. Round trip fare from Canton, $4.50 (fare does not include tax; — children under 12 half fare. Information and tickets from Louis F. Cahoon, Midwest Chapter, National Railway Historical Society, 38 S. High St., Akron 3, O.

June 4: Chicago & Illinois Midland tour. C&IM steam power on display at Springfield from 8 a.m. until 10. Board special bus then for round trip to Taylorville; return to Springfield by 4:30 p.m. Bus tickets, $1.15. For reservations (including hotel if desired) write W. C. Brandt, Railroad Club of Chicago, 3024 N. Kenneth Ave., Chicago 41, Ill.

June 4: "Off the beaten track" PRR trip. Leave Philadelphia 8 a.m. (EDST) for trip over old Camden & Amboy to South Amboy, N. J., thence to Greenville Yards opposite Statue of Liberty. Return via Lehigh Valley main line to Phillipsburg, N. J., and over PRR Belvidere Branch to Trenton and Philadelphia. Inspection car on entire mileage. Fare, $5. Details may be obtained from Henry Dickinson, Philadelphia Chapter, National Railway Historical Society, 109 W. Ashland Ave., Glenolden, Pa.

June 11: Pittsburgh Railways excursion. Special cars from Pittsburgh to Washington, Pa., with inspection of Washington city lines and car barns. Further information may be obtained from C. E. England, Pittsburgh Electric Railway Club, 2835 Capitol St., White Oak, McKeesport, Pa.

June 11: Fonda, Johnstown & Gloversville. Trip over line in two open-platform combines, two cabooses (one a four-wheeler) and probably a gondola. Power will probably be GE diesel, unless 4-4-0 No. 9 is in operating shape. Fare $1.50, tax included. Write F. B. Abele, Capital District Railroad Club, 98 N. Pine Ave., Albany, N. Y.

June 11 or 18: Erie freight line. Train leaves Buffalo in morning with stop at Attica to pick up Rochester area fans, then runs over regular main to Hornell and Corning. Return via freight route. Data from John M. Prophet, Buffalo Chapter, National Railway Historical Society, 55 Meadow Rd., Buffalo 16, N. Y.

June 18: B&O fan trip. Baltimore & Ohio excursion from Johnstown, Pa., to Cumberland, Md., and return with tour through Cumberland Shops. Fare, $3.95. For reservations and further information contact Robert Martin, Johnstown Model Railroad Club, 412 Ferndale Ave., Johnstown, Pa.

June 24-July 4. Northwest Holiday. Annual summer excursion out of Los Angeles to Seattle, via Salt Lake City and Pocatello, on Union Pacific. Canadian Pacific steamer to Victoria and return. Round trip to Cle Elum via Northern Pacific. To Portland on UP with side trip from there to Seaside on SP&S. Trip over Mt. Hood Railroad. Return to Los Angeles via Pocatello and Salt Lake City on UP. Write John M. Ferris, Railway Club of Southern California, P. O. Box 126, Highland Park Station, Los Angeles 42, Calif.

July 23: Rio Grande circle tour. Round trip out of Denver via Moffat Tunnel, Gore Canyon, Dotsero Cutoff, Eagle Canyon, Tennessee Pass, Salida Royal Gorge. Steam power all the way. Fare, $10. Lunch on train extra. One-day trip. Mail reservations to I. E. August, Rocky Mountain Railroad Club, 2645 Steele St., Denver, Colo.

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Observe

With an Eye

The May Co., Los Angeles, had this window last year, showing a Cub and a Scout with a scroll in the background.

The Broadway, Los Angeles, devoted this entire window to Cub scouts, handicrafts and toys.

Details regarding posters, exhibit material, etc. for National Boy Scout Week, February 6th-14th, may be obtained from your local Boy Scout Council.

Over 2,000,000 boys will celebrate the 41st anniversary of the Boy Scouts in February. The organization gathers size and momentum each year. Almost every troop and pack has a waiting list, the great difficulty being the securing of competent leaders. On particular interest to all toy merchants is the junior organization—the Cub Scouts. While not neglecting the full fledged Scouts, the greater play should be made to the Cubs, for these little fellows from 8 to 12 are most interested in toys, games and wheel goods and eventually will be interested in sporting and camping equipment, which many toy departments carry.

In recent years there have been many local, area, regional contests for the best displays made in the Scouts and Cubs during their anniversary week. There is no surer way to gain the good will of these youngsters than by having such a display and giving assistance, if necessary, in installing same.

Weinstock-Lubin, Sacramento, California gained the good will of the Scouts by the interest they took in their activities. They contacted a number of Scout Masters in the district and received a number of fine exhibits of work done in various lines. Some of these were shown in their windows, others in the boys' department. They ran a special ad addressed to the Scouts: "Weinstock-Lubin, in celebration of National Scout Week, invites you to a display of Boy Scout activities, and three showings of movies of scouting on Saturday, February 8th. As the official headquarters for Boy Scout equipment in Sacramento, we are proud to observe Scout Week, and are most anxious that you come in to see the Scout displays and movies that we have scheduled." Their window showed a forest background, with a pup tent, in front of which were cooking utensils. A Boy Scout stood at either end of the display, using signal flags, and from the ridge pole of the tent floated Old Glory, kept in motion by a concealed fan. A big card called attention to their showing of scout handicrafts and movies and invited all the Cubs and Scouts to see them.

Desmonds, Los Angeles, sponsored a scout troop and pack last year. In their big parking lot at the rear of the store they erected a rustic cabin as a meeting place for the boys, and frequently donated prizes for excellence in special activities. During Scout Week they arranged a pair of windows, one showing the activities of the Scouts, the other of the Cubs. Pack 155, sponsored by them, held a jamboree in the Third Street School (near Desmonds) on the Friday of Scout Week, showing many of their projects and handicrafts, and giving an Indian ceremonial. The Cubs also installed a window. On the wall were copper plaques and on the floor tom toms, a tepee, shell work, small model planes, bird houses, and many photos of their activities.

The May Co. Los Angeles each year, during Scout Week stages a huge Jamboree for all Scouts and Cubs. The affair takes place at the big Shrine Auditorium and enlists the services of many stars of radio and screen. During the week a scout window is arranged at their Wiltshire branch and Downtown stores. Their Wiltshire window, last year showed a Boy Scout holding an American flag and a Cub standing beside a banner of the Page Military

Boy Scout Week

to CUB MERCHANDISE

A Phelps & Terkel window in Los Angeles catered to the Cubs displaying a wide assortment of knots, trinkets and Indian relics.

Academy. On the wall was a long scroll to which was fastened the official poster, which said, "Through camp activities we strengthen the arm of liberty." On a pedestal were canteen, cooking utensils and hatchet. On a green mat on the floor were a miniature scout camp made of brown paper and numerous little figures made of pipe cleaners. The Crenshaw window showed a camp in the forest with one boy in a sleeping bag and another cooking over a camp fire. The fireplace was made of rocks. On the wall were American and Scout flags and photos of scout activities. This display was arranged by Scout troop 655, Crenshaw Village.

The Broadway, Los Angeles, another firm that linked up closely with the national celebration, sponsored a dinner for 600 Scout Masters and senior leaders of the Los Angeles Area Council at the Ambassador, one of the city's finest hotels. In the store, the Scout Trading Post, where everything needed by the Scouts is carried, was decorated with Scout flags and the figure of a sea scout on a pedestal. In a rack at the front were many pamphlets on a score of projects which the boys might take up. Their window had an interesting display arranged by Scout Troop 26. It depicted the differences between regions where the four freedoms—freedom of speech, of religion, from fear, and from want—existed and where they do not. On eight little platforms, miniature figures showed what prevails where the freedoms are established, and where withheld. A strip card suggested, "Every boy likes Scout gifts—See them in our Scout Trading Post." In the window of their Crenshaw store was a showing of the handiwork of the Cub Scouts of Crenshaw Village. On the wall were scout flags, and in the corner stood a Cub. A card advised, "Celebrating Boy Scout Week. Handicraft work in this window by Cub Scout Pack 655." Copper work, leather work, weaving and simple carpentry were shown.

Phelps & Terkel, Los Angeles, catering to the Cub Scouts, showed two Cubs, one in uniform, the other in slacks. On the wall were scout pennants and on the floor articles of pottery and wood made by Cubs. On a black panel were a number of intricate knots. Among the collections were shells and Indian relics.

Drapers, Yakima, Washington, called attention to the delights of hiking and camping in their window. On the wall was an enlarged photo of a camp in the forest and a number of pennants. At one end stood a Boy Scout in camp outfit and scattered over the floor were sleeping bags, knapsacks, cooking utensils, and many little necessities—knives, compasses, pedometers, belts, hatchets, etc.

Surrounded by the beautiful Cascade mountains, Drapers, Yakima, Wash., put emphasis on camping and hiking

Two of "Cinderella's" little friends in Walt Disney's all cartoon version of the romantic legend announce the capture in a basement trap of Gus, the plump and fearless field mouse. Gus, one of the most delightful of all Walt's inventions, is to "Cinderella" what Dopey was to "Snow White and the Seven Dwarfs." RKO Radio Pictures distributes the animation feature, in color by Technicolor

WALT DISNEY BRINGS CINDERELLA . . .

Look [illegible] January 21st issue, rightly talks of Cinderella as "Walt Disney's best girl since Snow White". This enchanting heroine, starred with Jaq, the thin mouse, Gus, the fat mouse and dozens of other charming new personalities, is Walt Disney at his most wonderful best. Six years in the making, Walt Disney's "Cinderella" is an all-animation motion picture which offers exquisite dramatic interpretation of this most beloved fairy tale. Warmly received by critics and American movie-goers at its premiere showing, Walt Disney's "Cinderella" has inspired the creation of wonderful new collections of merchandise, much of which will make its first appearance at the 1950 Toy Fair in New York.

Among the many "Cinderella" toys currently shown at the Fair are balloons (Eagle Rubber Company and Oak Rubber Company), inflatable plastic toys (Vanguard Corporation), wind-up mechanical plastic toys, including a walking "Cinderella" and her Prince Charming (Ideal Toy Corporation).

Featured in the collection are [illegible] stuffed toys offered by Gund Manufacturing Company. In this line are "Gus Gus" and "Jaq", "Cindy's" two mouse friends, and "Cindy" herself in both her scullery maid and ball gown. Of special interest in the Gund series is the "Cinderella" Two-Way Doll—just turn the Princess upside down for the Scullery Maid, and vice versa.

Another brand new "Cinderella" toy is being shown by Stanley Wessel & Co. [illegible] all-color [illegible] sional wall plaque, and is available in four different "Cinderella" scenes. Specially created by Stanley Wessel's new process lithographic process, these "Cinderella" plaques are first lithographed in full color on vinylite then molded in deep-drawn third dimension.

Hassenfeld Brothers' new "Cinderella" game devises a trick by which the winner must match "Cinderella's" lost slipper first.

Other "Cinderella" toys include Jaymar Specialty's jig-saw puzzles, Model-master's molding and color set, and Hassenfeld Brothers' toy sewing kit. Also Ben Cooper's costumes and matching realistic masks, and Plastic Novelties' pencil sharpeners.

In the children's book field Walt Disney's "Cinderella" is represented by Whitman Publishing Company's "Cinderella Paint Book", Grosset & Dunlap's "Cinderella" and "Cinderella" Big Little Book.

Simon and Schuster is also offering a Big Golden Book, a Little Golden Book

Toy Sewing Kit by Hassenfeld Bros

Right Stuffed toys featuring leading Cinderella characters Gus and Jaq, are made of softest plush velvet and pile fabrics and are dressed in bright felts and cottons. Made by Gund Manufacturing Co.

Left Molding and color set with which children can mold their own Cinderella, Fairy Godmother, Prince Charming, Lucifer and Jaq. In three easy steps—pouring, peeling painting—kiddies can make their own "Cinderella" characters Manufactured by Model-Craft Inc

···TO THE 1950 TOY FAIR

and the 'Cinderella" Puppet Show, with its extra bonus of appealing character cut-outs.

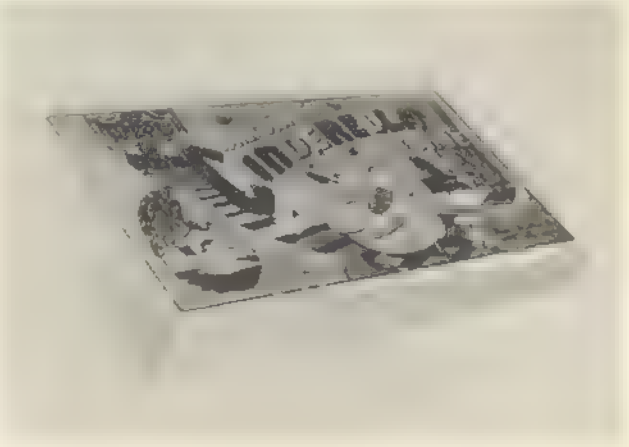
Also the source on kiddies' "Cinderella" records, Simon and Schuster's Little Golden records feature both "Bibbidi-Bobbidi-Boo" and the "Cinderella Work Song", as recorded by the Sandpipers and Anne Lloyd, with Mitchell Miller and orchestra.

Important as the Walt Disney "Cinderella" toys are, they share the limelight with designs featuring the all-time favorites Mickey Mouse, Donald Duck and Pluto and their pals. Classic models and designs in large varieties are again present and these are strongly supplemented with new and unique developments that insure interest stronger than ever before.

Newest addition to this group is Russell Manufacturing's "Mickey Mouse Canasta Junior", which game is exactly what its name implies a miniature Canasta featuring "Mickey Mouse" and other favorite Walt Disney characters.

So the line-up of Disney toys was never more interesting or more complete and visitors will find the exhibits of licensed manufacturers to be a highlight of the 1950 Toy Fair.

All Walt Disney Character merchandise is produced by manufacturers under licenses or arrangements which are negotiated through the Character Merchandising Division of Walt Disney Productions, Inc., located at 1270 Avenue of the Americas, New York 20, N. Y.



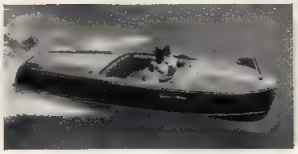
Cinderella Game is colorful and exciting. The trick is to match Cinderella's lost slipper, and whoever does this first, wins the game. Made by Parker Brothers.

16-FT. Riviera Runabout. And priced right! Speeds to 30 m.p.h. All Rivieras have beautiful two-tone natural mahogany finish, rich maroon upholstery

17-FT. Sportsman An all-around beauty, fishermen A real value, too! Folding top with side curtains an optional extra. Speeds up to 30 m.p.h.

17-FT Special Runabout. Here's another low-priced honey for water sports and thrilling high speeds (up to 36 m.p.h.) Ask your Chris-Craft Dealer

19-FT. Racing Runabout. World's fastest 19-ft stock runabout Beautifully styled, natural mahogany finish. A superb performer Speeds to 44 m.p.h.



20-FT. Riviera Runabout. Flashing beauty in a class by itself. Speeds to 40 m.p.h. All Chris-Craft have double-planked bottoms, batten seamed sides.

22-FT Sportsman. Lots of room for picnicking fishing or water sports Folding top and amidship seat, optional extras. Speeds to 36 m.p.h.

23-FT. Express Cruiser Options of power up to 145 h.p., speeds to 33 m.p.h. Two berths forward Folding top with side curtains, extra

24-FT. Enclosed Cruiser with Dinette Sleeps 4, complete galley, toilet compartment forward. Ventilating windows and windshields Speeds to 26 m.p.h

26-FT. Super De Luxe Semi-Enclosed Cruiser Roomy aft cockpit with stern seat, sleeps 2, toilet forward Single or twin engines, speeds to 32 m.p.h.

28-FT Super De Luxe Enclosed Cruiser. Forward stateroom, full-height toilet compartment, dinette and galley. Single or twin engines, speeds to 36 m.p.h.

28-FT. Super De Luxe Enclosed Cruiser may be equipped with dual controls and sport windshield (as shown) as optional extra equipment. Buy yours now!

30-FT. Sedan Cruiser. Big deckhouse framed in picture windows. Sleeps 4. Toilet and galley Single or twin engines, speeds up to 26 m.p.h

34-FT Commander. Two staterooms forward sleep 6 Big galley, dinette and large toilet compartment Single or twin engines, speeds to 30 m.p.h.

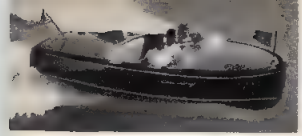
34-FT. Express. Cabin in beautiful blond wood. Dinette, toilet compartment Navy top, side and aft curtains standard Twin engines, speeds to 30 m.p.h

36-FT Sedan Cruiser. Fine for entertaining Spacious deckhouse with buffet, galley and bar. 2 berths forward Twin engines, speeds to 26 m.p.h.

40-FT. Challenger. Sleeps 3 couples privately, toilets fore and aft Forward cockpit, canopy top, curtains, standard. Twin engines, speeds to 26 m.p.h.

41-FT. Double Cabin Flying Bridge Cruiser. Sleeps 8. Passageway from deckhouse to bridge. Inside controls extra. Twin engines, speeds to 24 m.p.h

46-FT. Flying Bridge Cruiser Sleeps 9. Toilets fore and aft. Twin engines, speeds up to 24 m.p.h Dual controls in deckhouse, optional extra



17-FT. De Luxe Runabout. A top-notch performer for healthful sport and recreation. Options of power up to 131 h.p. and speeds to 38 m.p.h. Value plus

18-FT. Sportsman. You can't beat this new Chris-Craft for fun, fishing and utility uses. Folding top with side curtains, extra. Speeds to 35 m.p.h.

18-FT Riviera Runabout. Room for six, speeds up to 38 m.p.h. All Rivieras have chrome and plastic steering wheel and a completely new look.

22-FT. Custom Sedan. Sliding windows, full-ventilating windshields. Custom-upholstered seats for 8 with box springs in forward section. Speeds to 35 m.p.h.

25-FT. Sportsman. Ready BIG all-purpose boat! Single or twin engines, speeds to 40 m.p.h. Streamlined cabin with ventilating windshields, extra.

21-FT. Express Cruiser. Big aft cockpit, 2 berths forward. Options of engines up to 105 h.p., speeds to 32 m.p.h. Folding canvas top optional extra.

26-FT Super De Luxe Enclosed Cruiser. Sleeps 4, galley, dinette, toilet, ventilating windows and windshields. Single or twin engines, speeds to 31 m.p.h.

26-FT Super De Luxe Express. Outside controls, dinette, toilet, galley, sleeps 4. Single or twin engines, speeds to 31 m.p.h. Folding canvas top, extra.

28-FT. Super De Luxe Semi-Enclosed Cruiser. Toilet forward; 4 berths. Side and aft curtains enclose cabin. Single or twin engines, speeds to 37 m.p.h.

30-FT Express Cruiser. Two canvas, toilet compartment, dinette. Folding top, side curtains, extra. Single or twin engines, speeds up to 32 m.p.h.

32-FT Super De Luxe Enclosed Cruiser. Two cabins, sleeps 5. Dual controls, sport windshield as shown, extra. Single or twin engines, speeds to 32 m.p.h.

33-FT. De Luxe Enclosed Cruiser. Large deckhouse with cockpit aft, galley and bunks in forward cabin. Sleeps 4. Single or twin engines, speeds to 32 m.p.h.

36-FT Double Stateroom Enclosed Cruiser. Private sleeping for 3 couples. Ships galley, dinette, toilet. Twin engines with speeds to 26 m.p.h.

36-FT Quarterdeck Cruiser. Sleeps 6 in 3 private staterooms. Toilet compartments fore and aft. Twin engines, speeds to 28 m.p.h. Better buy NOW!

40-FT Express Cruiser. Cockpits fore and aft. Cabin finished in blond wood. Navy top, side and aft curtains, standard. Twin engines, speeds to 26 m.p.h.

48-FT. Double Cabin Flying Bridge Cruiser. Sleeps 10, 2 staterooms aft. Twin or triple engines, speeds to 26 m.p.h. Dual controls extra.

52-FT. Motor Yacht. Sleeps 8. Twin or triple engines or twin Diesels, speeds to 25 m.p.h. Also beautiful new 62-ft. Motor Yacht. Write for full data.

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Brawny power under finger-tip control . . . new maneuverability and handling ease with *Duo-Clutch* and *Gearshift* . . . sharply advanced performance that brings new thrills to boating . . . *with these sparkling new models Evinrude again makes outboard history!*

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To give you broad cruising range the Fastwin comes with separate 6-gallon CRUIS-A-DAY TANK. With special connector on fuel hose you "hook-up" to the motor as easily as plugging in a lamp socket. Quik-Chek gauge tells you fuel supply at a glance.

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Want a motor that "does everything—beautifully!" Try Fleetwin or Fastwin! Note remarkable flexibility . . . checked to a crawl the motor "ticks along" Flick the throttle . . your boat leaps . . . you're winging for home . . . fast!

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The right motor for every boat!

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The Fairform Flyer has admittedly earned the highest reputational position among motor yachts, by these means:

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Inspiring, indispensable and convincing support on the part of owners of our boats —— our only "salesmen." Our far flung fleet —— from the Bay of Fundy to the Tasman Sea —— constantly grows because of what the satisfied owner tells the man on the dock.

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During her entire history, a matter of millions of miles of operation, no Fairform Flyer equipped with the Fairform Safety System has ever had fire or explosion or has ever hurt anyone. Although habitually used at sea and often exposed to storm and sometimes hurricanes, no Fairform Flyer has ever failed to come through intact.

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Our earliest boats, built a generation ago, are still sound, still in use; with a remarkable record of low upkeep cost.

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We offer a series of highly mature, time tested *standard* models, of every feasible type, with a wide choice of optional equipment, abundant to suit the requirements of every yachtsman *graduating* form the smaller cruiser, to a boat that will satisfy him for the *rest of his life.*

5. PRICE:

Due to direct sale to the owner with all the value put into the boat; due to a compact organization, absolute minimum overhead, and an inspiring spirit between management and men; and due to a new plant of peak manufacturing efficiency, the *Price* of the Fairform Flyer is far below the uncertain custom boat, little above the poorest standard boats, decidedly less than a few years ago and surprisingly moderate in proportion to what you *get.*

6. RESPONSIBILITY:

Unlike the many yacht builders who unfortunately cling to survival by the skin of their teeth, whose owners may be left at any moment with an "orphan" of little salvage value, this company is in prime financial condition, with ample working capital, always having cash-discounted its purchases and with an unbroken record of meticulous ethical standards.

7. AN INVESTMENT:

Quite beyond the Fairform Flyer being in the highest category as an investment in *Health and Happiness,* she commands a far higher *resale* value. Although seldom re-sold, annual cost of ownership is very low.

ORTEGA 33

DOGHOUSE 40

SPORTSMAN 40

ORTEGA 40

45 SEDAN

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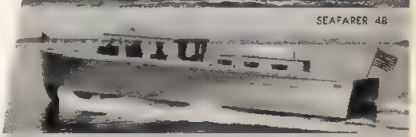
SEAFARER 48

OFFSHORE 48 & 52

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HUCKINS YACHT CORPORATION

P. O. BOX 6336 TELEPHONE 2-1126

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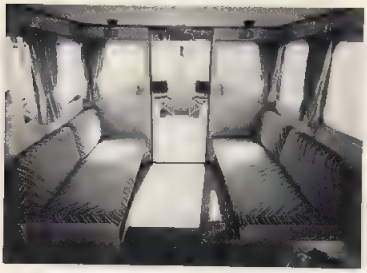
FAIRFORM FLYER
ORTEGA 40

This marvelously performing, superbly seaworthy, soul-satisfyingly comfortable new model is, surprisingly, competitively priced. Although nearly booked to capacity, a few more can be built for spring delivery if promptly ordered.

Three options of twin screw, Vee Drive, engines-in-stern Chryslers and a wide choice of optional equipment.



Looking Aft in Deckhouse

Optional Dual Elevated Controls

Other standard models 33 to 52 feet. We solicit your inquiry, in which you will kindly identify yourself and state your boat requirements, or visit our plant when you are south and see them in the flesh.

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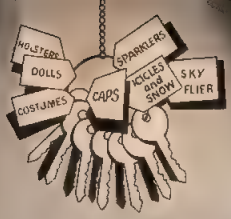
P. O. BOX 6336 JACKSONVILLE 5, FLORIDA TELEPHONE 2-1126



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HALCO

Your 7 Keys

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YES, 7 WORKING KEYS — each certain to open the door to more and more year 'round toy sales. Each a natural! Everywhere, children look for the Dolls, Holsters, Costumes, Caps and all the other toys that bear the HALCO brand name. Be sure you can meet their demands. This year, there's more eye-appeal and buy-appeal in every new product and every new design!

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Hollywood Dolls

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The miniature dolls with true realism and beauty in the movable eyes. These moving eyes are vastly different from those of other dolls

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Results show . . . That when properly displayed Hollywood Dolls bring substantial year round volume and profit.

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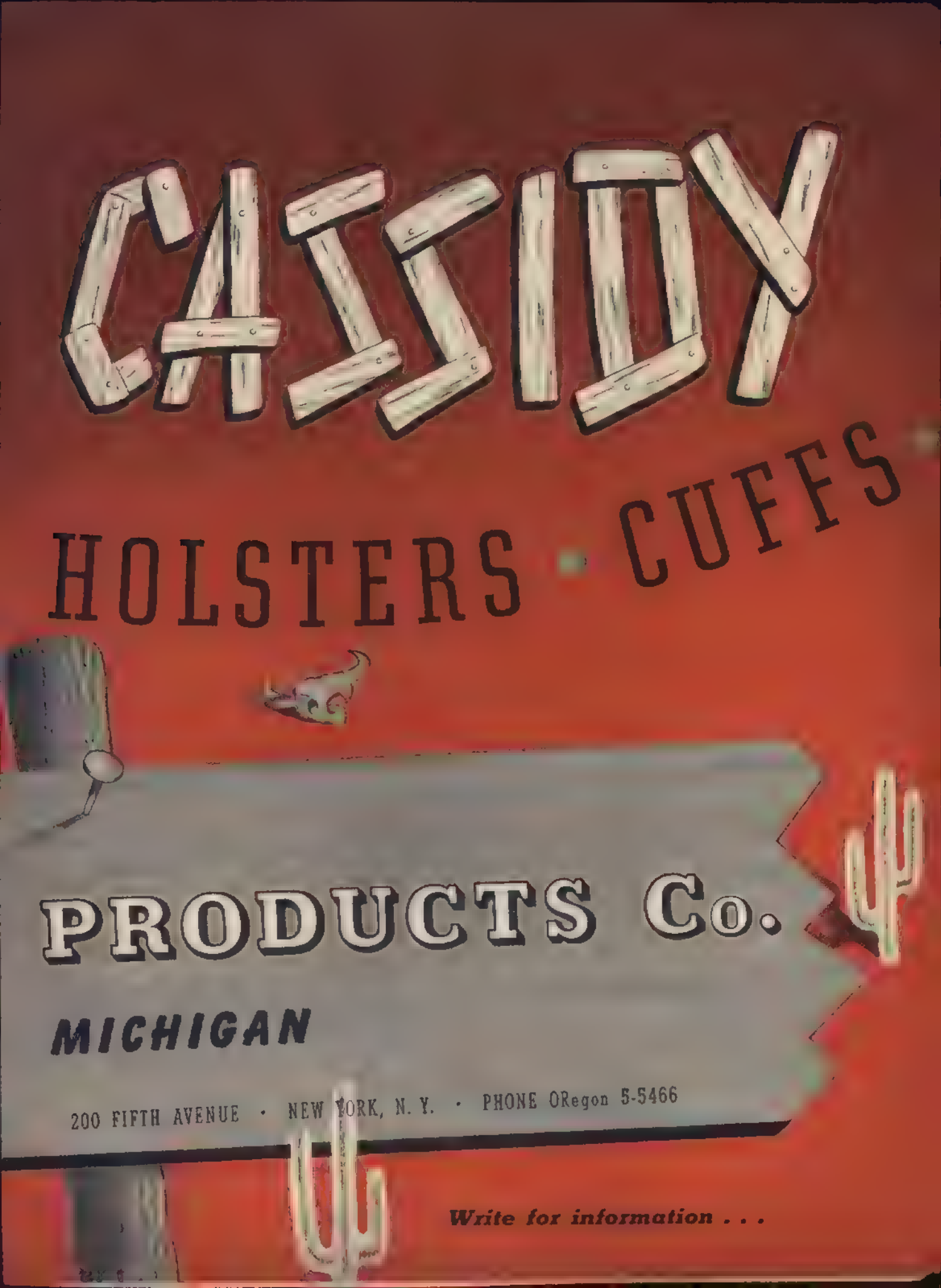
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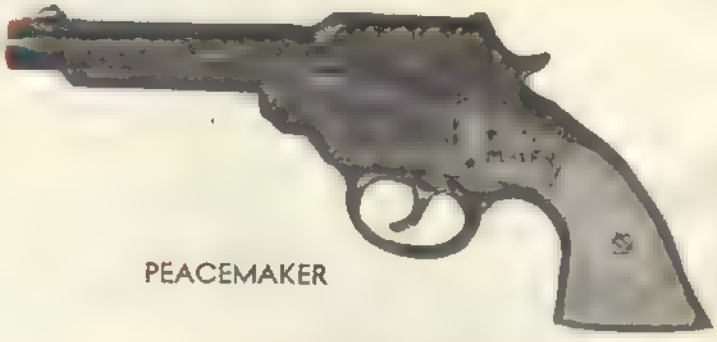

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b. 1860 Army Model used extensively in Civil War Cavalry

c. Remington 44 Cal. owned by Wild Bill Hickock (Frontier Marshal)

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e. Colt Lightning Model used by Marshall Clark of Texas Rangers

f. Derringer type percussion Pistol date 1835

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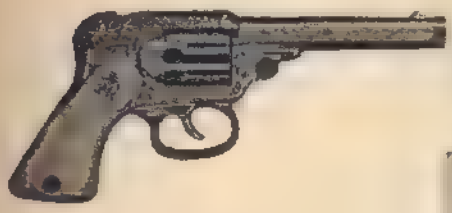
But This is 1950 . . . and out of the west comes the Stevens Quality Line of Toy Guns. . . .



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RETAIL PRICES RANGE from 19¢ to $1.59
Flat Repeaters
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these Top-Notch STEVENS TOY GUNS!
The Most Complete Line of Toy Guns Available
Send for complete catalog or consult your listings.
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Display STEVENS Action Caps and Guns!
A loud sure-shooting Cap. Best for performance in any Cap Pistol. Stevens Action Caps come in 50 shot rolls, 250 shots to a box. Packed 5 Rolls to the Box . . . 5 Dozen Rolls to the Display Carton . . . 5 Gross Boxes to Shipping Carton. Weight 13 lbs.
STEVENS ACTION CAPS
THE J. & E. STEVENS COMPANY
STEVENS ACTION CAPS
FOR REPEATING TOY CAP PISTOLS
25 JR. in nickel finish. Retail Price 49¢.

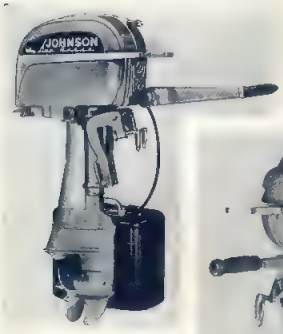
Presenting a Revolutionary

New

JOHNSON FIVE

JOHNSON has hit the big mass market for outboard motors squarely on the nose for 1950 with the new Johnson Model TN motor. It is equipped with the new Johnson Neutral Clutch which permits starting and warming up at the dock, stopping the boat to land a catch or gossip with a passing friend, maneuvering in and out of tight places.

Photographs Johnson Motors



Above: The model SD Johnson 16 h.p. with its separate five-gallon Mile-Master fuel tank. Right: The 1950 model TN Johnson with neutral clutch, shock absorber drive and vari-volume rubber rotor pump. This engine develops 5 h.p. at 4,000 revolutions and weighs 44 pounds

But that isn't all. The new TN has the Vari-Volume pump with positive displacement at slow speeds and centrifugal action at high speed. And the new sure fire Shock Absorber which makes this fisherman's favorite virtually shear-pin proof. Of course Model TN retains all of those time-tried features of its immediate predecessor, the TD including Full Pivot Reverse, Synchro-Control of spark and throttle. Dual Carburetion, s-l-o-w trolling ability, rugged Johnson dependability, and a whole host of others. Model TN clearly illustrates Johnson's sincere conviction that new boat and motor performance, in the small-motor field, can be accomplished without the added cost, weight and complication of a complete gear shift mechanism. The Neutral Clutch is the ideal device for five horsepower just as the Gear Shift Control fits perfectly into the ten horsepower Model QD. Model TN and its earlier ancestry dating back to 1937 is probably one of the largest selling outboard motors ever produced; upwards of a quarter million of them are in service.

Perhaps the most startling good news about this new Johnson offering is the price; it retails for the same moderate price as the 1949 Model TD. The new features, Neutral Clutch, the Vari-Volume Pump and the sure-fire Shock Absorber have all been added at no increase in price. And besides, this as well as other Johnson models are now finished in Sea Horse Green baked-on paint, more lustrous, longer lasting.

Johnson believes that this new five horsepower motor, with its new features and performance, will continue as the leader in the line in 1950. It may, in fact, be close to half of Johnson production.

Of course the now famous Johnson Model QD with Gear Shift Control (Neutral, Forward, Reverse) is being continued. The separate, five gallon Mile-Master Fuel Tank which is standard equipment with this ten horsepower motor has hit the spot with outboard owners in an almost equal degree. The QD which was introduced a year ago was the largest selling first year motor Johnson has ever produced. Its (Continued on page 320)

THE BOAT-ROADSTER

(TRADE NAME REGISTERED)

The Boat Trailer that Lifts, Carries, and Launches Your Boat

Note 1—See us at the Chicago National Boat Show, Feb. 10 to 19 Booth Numbers B 8 9 10

Note 2—See Holsclaw's newest Model "U" trailer A worthy companion of the BOAT ROADSTER with many exclusive features

Note 3—If you are unable to attend this show, write for name of nearest dealer and ask for details of the sensational new Model "U"

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28-ft. by 10-ft. 3-in. Beam. $1,035.00

PARADISE CRAFTSMEN, BELMAR, N. J.

NEW JOHNSON FIVE

(*Continued from page 124*)

light weight, its two-hand-carry (motor in one hand, fuel supply in the other), its remarkable acceleration, its often demonstrated ability to maintain speed on a heavily loaded boat all of these and the many new Johnson features which give this model those exceptional characteristics of performance, made it a sell-out in all markets throughout the year. The good word has been passed along from friend to friend to friend and many more QD propellers will bite into the waters of lake and stream in 1950.

After all, it's a new experience to drive a motor that will cruise practically all day without refilling the fuel tank, that will plane a boat at better than 20 miles per hour and then at a touch of the controls slow down to a mere crawl for trolling, and that is built to such precision that it extends and augments the already famous tradition of Johnson dependability.

Sometimes it is surprising even to the old-timers in the industry that smaller, lighter, less costly motors like the Johnson 2.5 horsepower Model HD, sell in such large volume. There are those who for one reason or another want extreme light weight above almost any other thing in a motor; and those to whom lower cost is indeed important. That is why the Johnson Model HD which develops 2.5 OBC Certified Brake Horsepower at 4000 r.p.m. and weighs only 31 pounds continues to be such a great favorite. Like all the other Johnson models except the big heavy-duty, 22 horsepower PO, the Model HD is an alternate firing twin—easy to start, quiet, economical s-m-o-o-t-h, yet with power quite sufficient for the rowboat or outboard hull bound for the most likely fishing spot. It's for the women and children, the aged or relaxed, the fun hunters who don't give a hang for zipping speed. Above all these folk want to get there and back again, they appreciate they have it in the Model HD, unchanged in the 1950 line except for a price reduction.

One of the out-on-the-water activities that has increased most spectacularly in recent years is surf-board riding and its companion sport of water-skiing. That takes power. And that is where the larger Johnson motors shine. Take the Model SD which so many called The Sweet Sixteen because it does develop 16.0 OBC Certified Brake Horsepower at 4000 r.p.m. and operates in the range of 4000 to 5000 r.p.m. It has been designed for thrilling top boat speeds of course but not at the sacrifice of other and equally important characteristics. Its big 10-inch propeller provides a thrust that maintains thrilling speeds with heavy loads in the family boat or takes the surf board up on top in a jiffy and keeps it there. The Ready-Pull Starter, Twist-Grip Throttle Control, Vacuum water circulation system, Alternate Firing cylinders cast with iron sleeves in a single aluminum block, the steel, needle-bearing equipped connecting rods, the counter-balanced crankshaft—these and other Johnson features have made the Model SD an outstanding big motor in the Johnson line. But perhaps the most alluring new development in this model is the separate five gallon Mile-Master Fuel Tank with Ful-Vue Gauge and twelve foot connecting hose that plugs into the motor like an electric toaster. And of course no motor buyer has objected to the reduction in price for 1950. It's now a bigger value than ever.

There are numerous outboard motor uses that require even more power. The Johnson Model PO, the big rugged heavy-duty opposed twin which develops 22.0 OBC Certified Brake Horsepower at 4000 r.p.m. and has a recommended operating range up to 5000 r.p.m. has been the good old standby, the work horse of the Johnson family for twenty years. It is built with integral rotary valve intake, vacuum-pressure cooling, underwater exhaust, roller-bearing connecting rods, detachable cylinder heads and ample strength for both the heavy commercial loads as well as for fast stepping up on runabouts and hydroplanes. It is the motor that the U. S. Army used, with some modifications, so effectively during the war, in large numbers. And it is also the motor that has found such high favor, almost amounting to standardization, with the Army Engineers for their peace time activities in rivers and harbors. It is likewise the motor that stands up to the finish in a long high-speed marathon drive.

The Johnson line of five motors for 1950 is complete. From the little 31-pound Model HD up to the big 22 horsepower Model PO there is a Johnson model to fill every practical outboard motor need. Dealers who sell and service Johnson motors are trained specialists in all phases of outboard motoring. With such a line they can and do sell the volume which permits them to equip their service shops and to train their men for keeping Johnson motors in top operating trim during their long useful life. Johnson expects this nation-wide dealer organization to march forward to even larger sales in the boating season just ahead.

MADE IN UNITED STATES OF AMERICA
MAR
TOYS

WORLD'S LARGEST MANUFACTURERS OF IOWA

8 MM.
16 MM.

Moving Picture Film

Have Fun At Home Showing Fascinating Film Subject!

We have a very large stock of film on hand at all times, including cartoon comedies, western features, scenic and educational subjects. They are all taken from new original negatives and will produce many hours of real entertainment. This is NOT used film, but brand new. This film is NON-INFLAMMABLE and has the approval of the Insurance Board of Underwriters. Please order by name and number. All films regardless of length are complete stories.

2½-Ft. 16 MM. Films

Only 10c Each

3 Different for 25c

These are short film subjects. You can get a great variety of subjects for very little money. Over 50 different titles ranging from cartoon comedies of such subjects as Pop Eye, Betty Boop, Krazy Kat, etc. to Western thrillers. Each film is made in the form of a loop so that it feeds continuously through the machine without any reels, rewinding or trouble.

16 MM.

No. 8004. Film Loops, Each **10c**

3 All Different for 25c

Charlie Chaplin Comedies

The most famous and hilarious comedies of them all. Charlie Chaplin. These will keep you laughing as long as he gets in and out of trouble. We cannot guarantee any specific titles, but if you order more than one Charlie Chaplin film, we will be sure you receive all different titles.

16 MM.

No. F289. 25-Ft. Charlie Chaplin Comedy. 16 mm. Each Postpaid **95c**

3 All Different for $2.60

No. F290. 50-Ft. Charlie Chaplin Comedy. 16 mm. Each Postpaid **$1.75**

3 All Different $4.50

No. F291. 100-Ft. Charlie Chaplin Comedy. 16 mm. Each Postpaid **$2.75**

3 All Different $8.00

8 MM.

No. F813. 25-Ft. Charlie Chaplin Comedy. 8 mm. Each Postpaid **$1.00**

3 All Different $2.50

No. F814. 50-Ft. Charlie Chaplin Comedy 8 mm. Each Postpaid **$1.75**

3 All Different $4.75

No. F815. 100-Ft. Charlie Chaplin Comedy 8 mm. Each Postpaid **$3.25**

3 All Different $9.00

Mickey Mouse

Walt Disney's famous character Mickey Mouse in his many adventures. Sure-shooter Mickey, Detective Mickey Hughes, Mickey the Magician, etc. We cannot guarantee any specific titles but if you order more than one we will be sure you receive all different titles.

16 MM.

No. F50. 50-Ft. Mickey Mouse. 16 mm. Each **$1.75**

3 Different $4.75

No. F-100. 100-Ft. Mickey Mouse. 16 mm. Each Postpaid **$3.25**

3 Different $9.00

No. F-200. 200-Ft. Mickey Mouse. 16 mm. Each Postpaid **$6.50**

8 MM.

No. F-809. 25-Ft. Mickey Mouse. 8 mm. **$1.00**

3 Different $2.75

No. F810. 50-Ft. Mickey Mouse. 8 mm. **$1.75**

3 Different $4.75

Donald Duck

Walt Disney's Donald Duck is all excited. Plenty of comical action in these.

16 MM.

No. F51. 50-Ft. Donald Duck. 16 mm. Each **$1.75**

3 Different $4.75

No. F101. 100-Ft. Donald Duck. 16 mm. Each **$3.25**

3 Different $9.00

No. F201. 200-Ft. Donald Duck. 16 mm. Each **$6.50**

8 MM.

No. F811. 25-Ft. Donald Duck 8 mm Each **$1.00**

3 Different $2.75

No. F812. 50-Ft. Donald Duck. 8 mm. Each **$1.75**

3 Different $4.75

Walt Disney Cartoons

We cannot guarantee any specific titles but if you want more than one film we will be sure you receive all different titles.

16 MM.

No. F292. 25-Ft. Walt Disney Cartoons. 16 mm. Each Postpaid **95c**

3 All Different $2.60

No. F293. 50-Ft. Walt Disney Cartoons 16 mm. Each Postpaid **$1.75**

3 All Different $4.50

Kid Comedies

The popular "Our Gang" comedies. These kids seem to do almost everything wrong, but it comes out all right in the end. We cannot guarantee any specific titles, but if you order more than one film we will be sure you receive all different titles. Not a cartoon.

16 MM.

No. F286. 25-Ft. Kid Comedy. 16 mm. Each.. **95c**

3 All Different for $2.60

No. F287. 50-Ft. Kid Comedy. 16 mm. Each **$1.75**

3 All Different $4.50

No. F288. 100-Ft. Kid Comedy. 16 mm. Each **$2.75**

3 All Different $8.00

8 MM.

No. F807. 25-Ft. Kid Comedy 8 mm Each **$1.00**

3 All Different $2.50

No. F808. 50-Ft. Kid Comedy 8 mm Each **$1.75**

3 All Different $4.75

Cartoon Comedies

A great variety of different cartoon characters including Mutt & Jeff, Simon the Monk, Krazy Kat, etc. Plenty of laughs. We cannot guarantee any specific titles but if you order more than one, we send all different.

16 MM.

No. F272. 25-Ft. Cartoon Comedy. 16 mm. Each **95c**

3 All Different for $2.60

No. F273. 50-Ft. Cartoon Comedy. 16 mm. Each Postpaid **$1.75**

3 All Different $4.50

No. F274. 100-Ft. Cartoon Comedy. 16 mm. Each Postpaid **$2.75**

3 All Different $8.00

8 MM.

No. F804. 25-Ft. Cartoon Comedy 8 mm Each Postpaid . **$1.00**

3 All Different $2.50

No. F805. 50-Ft. Cartoon Comedy. 8 mm. Each Postpaid **$1.75**

3 All Different $4.75

No. F806. 100-Ft. Cartoon Comedy. 8 mm. Each Postpaid **$3.25**

3 All Different $8.00

Make Money with Your Own Home Theater

Many [illegible] charge [illegible] to see their [illegible] at home and in this way pay for [illegible] of such films and make money besides!

Football Thrills

Reveal [illegible] to show you best [illegible] of football [illegible] Thrills [illegible] touchdowns, long runs, [illegible] and tackles.

16 MM.

No. F102. 100-Ft. Football Thrills 16 mm **$3.00**
No. F360. 360 Ft. Football Thrills. 16 mm **$9.95**

8 MM.

No. F816. 50-Ft. Football Thrills. 8 mm. Each **$1.75**
No. F817. 180-Ft. Football Thrills. 8 mm. **$5.50**

Auto Racing Thrills and Spills

All types of auto racing. Midget auto races, [illegible] auto races, Indianapolis Speedway, etc. Spine-tingling drama will give you a real scare.

No. F112. 100-Ft. 16 mm Price Postpaid **$3.00**
No. F827. 50-Ft. 8 mm. Price Each.. **$2.00**

Action Sports Pictures

Learn Sports by Watching the Experts!

You'll get plenty of fun seeing the experts in action, but they will also show you the way to improve yourself. Fun and action, but plenty of good education.

Wrestling Thrills

No. F115. 100 Ft. 16 mm. Price Postpaid **$2.75**
No. F831. 50-Ft. 8 mm. Price Postpaid **$1.75**

Big League Baseball

No. F116. 100 Ft. 16 mm. Price Postpaid **$2.75**
No. F832. 50-Ft. **$1.75**

Winter Sports

Skiing, skating, sledding, tobogganing, bobsledding. No. F118. 100 Ft. 16 mm. Price Postpaid **$2.75**
No. F834. 50-Ft. 8 mm. Price Postpaid **$1.75**

Swimming, Diving Champions

No. F119. 100-Ft. 16 mm. Price Postpaid **$2.75**
No. F835. 50-Ft. 8 mm. Price Postpaid **$1.75**

Championship Basketball

No. F362. 360-Ft. 16 mm. Price Postpaid **$8.95**

Kings of the Ring Boxing Pictures

Knockout Thrills

Champions of the ring [illegible] fight [illegible] Watch [illegible] See [illegible] Action

No. F341. Fight Thrills 16 mm. 100-Ft. Each **$2.75**
No. F820. 50-Ft. Fight Thrills. 8 mm. Each **$1.75**
No. F360. 360-Ft. Fight Thrills. 16 mm. Price **$8.75**

Joe Louis Fight Pictures

No. F268. 100 Ft. 16 mm. Price Postpaid **$3.50**
No. F821. 50-Ft. 8mm. Price Postpaid **$1.75**

Atomic Bomb Film

Famous atomic bomb experiment [illegible] series [illegible] of [illegible] blast [illegible] world [illegible] Amazing [illegible] of [illegible] energy [illegible] tremendous [illegible] Keep for years and [illegible] interesting every time you show it.

16 MM.

No. F107. 100-Ft. Black & White. 16 mm **$4.00**
No. DF84. 100-Ft. Kodachrome Full Color. 16 mm. Price.. **$14.75**

8 MM.

No. F836. 50 Ft. Black & White. 16 mm. **$2.00**
No. DF823. 50-Ft. Kodachrome Full Color. 8 mm. Price **$7.50**

War Thrills

Actual Battle Pictures

Action scenes of ships, planes, artillery and hand-to-hand combat [illegible] Historic [illegible] the best war [illegible] will [illegible] [illegible] will find a lot of [illegible] American soldiers in these films.

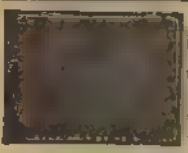
16 MM.

No. F103. 100 Ft. War Thrills. 16 mm. Each **$2.75**
No. F361. 360-Ft. War Thrills. 16 mm. Each **$8.75**

8 MM.

No. F818. 50-Ft. War Thrills. 8 mm. Each **$1.75**
No. F819. 180-Ft. War Thrills. 8 mm. Each **$5.50**

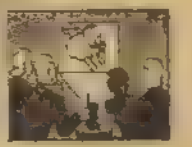
Brilliant MOVIE SCREENS



[illegible] [illegible] for projecting the film. In this way you can get the maximum effect from your [illegible] Special surface [illegible] 50% better illumination than wall or sheet. Brilliant sharp pictures. Quick erecting [illegible] for setting on table; eyelet for hanging on wall.

No. 6827. Brilliant Movie Screen. 22x30-in. Price Each, Postpaid .. **$4.95**
[illegible] for hanging on wall
No. 6828. Movie Screen. 18x24-in. Price **$3.25**

Convert Your Silent Projector Into Sound

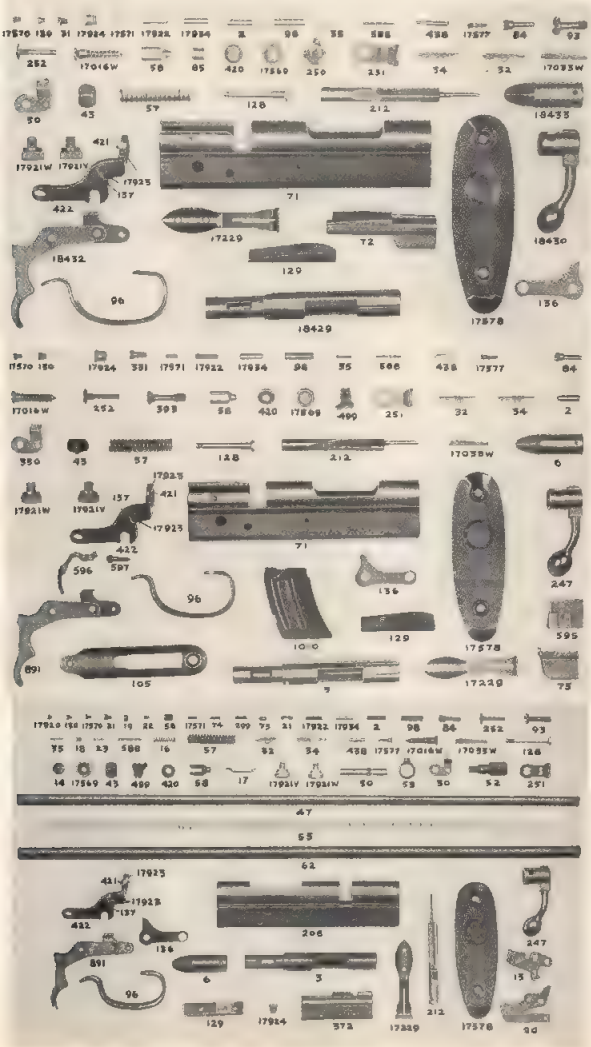


Popular Mechanics Press has brought out these plans for instructions and diagrams showing how you can convert your silent projector to sound. Gives complete instructions & plans. Photos, diagrams. Also tells How to Make Your own Movie Titler, Film Viewer, etc. Over 45 illustrations.

No. 1483. Plans for Converting Silent Projector to Sound. Price Postpaid **25c**

Component Parts for Remington Model "500" Series Rifles

Model 510—Model 511—Model 512—Model 513S—Model 513T



Prices on this page are subject to a special discount.

Component Parts for Remington Model "500" Series Rifles

Model 510—Model 511—Model 512—Model 513S—Model 513T

Part No.	Part	Each
1	Barrel, 510 "A" Grade	4.65
501	Barrel, 510 "P" Grade	4.65
901	Barrel, 510 Smoothbore	4.65
701	Barrel, 511 "A" Grade	6.20
801	Barrel, 511 "P" Grade	6.20
1101	Barrel, 511 Smoothbore	6.20
301	Barrel, 512 A	6.20
401	Barrel, 512 P	6.20
224	Barrel, 512 Smoothbore	6.20
401	Bbl., 513 "Sporter," A Grade	15.40
428	Bbl., 513 "Sporter," P Grade	15.40
*230	Barrel, 513 "Target"	15.40
Z	Barrel Lock Pin (3) (510, 511, 512, 513)	.17
231	Barrel Plug Screw (4) (513 "Target")	.17
18429	Bolt Sleeve	2.60
3	Bolt (511, 512, 513)	2.35
18430	Bolt Handle Assembly (510)	2.20
247	Bolt Handle Assembled (No. 2 Alternate) (511, 512)	1.30
247	Bolt Handle Assembled (No. 3 Alternate) (511, 512)	1.30
297	Bolt Handle Assembled (No. 2 Alternate) (513)	1.80
297	Bolt Handle Assembled (No. 1 Alternate) (513)	1.80
18433	Bolt Sleeve (510)	.35
6	Bolt Sleeve (511, 512, 513)	.35
17922	B. Sleeve Pin (510, 511, 512, 513)	.17
17578	Butt Plate (510, 511, 512, 550)	.50
308	Butt Plate (513)	1.20
17016W	Butt Plate Screw (2) (510, 511, 512, 513)	.17
13	Carrier (512)	.50
14	Carrier Spacer Bushing (512)	.17
16	Car. Tension Spring (512 550)	.17
17	Cartridge Retainer (512)	.17
18	Cart. Retainer Spring (512)	.17
19	Cart. Retainer Spg. Screw (512)	.17
20	Cartridge Stop (512)	.80
21	Cartridge Stop Plunger (512)	.17
22	Cartridge Stop Plunger Screw (512) (Used for 32 41)	.17
23	Cart. Stop Plunger Spring (512) (Used for 241-87 and 241-115)	.17
30	Ejector (510, 512)	.35
330	Ejector (511, 513)	.35
31	Ejector Screw (510, 512)	.17
331	Ejector Screw (511, 513)	.17
32	Extractor, Left (510, 511, 512, 513)	.35
17571	Ext. Pin (2) (510, 511, 512, 513)	.17
34	Ext., Right (510, 511, 512, 513)	.35
35	Ext. Spring (510, 511, 512, 513)	.17
212	Firing Pin Assembled (510, 511, 512, 513)	.95
17934	F. P. Cam Pin (510, 511, 512, 513, 550)	.17
43	Front Sight (A Grade (510, 511, 512, 550) (Used for 123 177)	.50
215	Front Sight, Smoothbore (Same as 31 90)	.17
345	Front Sight, Complete, Redfield, 08 17/32" Height (513 "Target")	Mfg. List
522	Front Sight Ramp, "Sporter," A" Grade (513)	.90
120	Front Sight Ramp ("P" Grade Only) (510, 511, 512, 550)	.80
225	Front Sight Ramp ("Sporter" "P" Grade Only) (513)	.90
130	Front Sight Ramp Screw (2) ("P" and "Sporter" Grades Only) (510, 511, 512, 513, 550)	.17
5	Front Swivel Assembled (513 "Target")	.60
232	Front Swivel Base (513 "Target")	1.20
233	Front Swivel Base Screw (2) (513 "Target") (Used for 37 163)	.17
113	Front Swivel Screw (513 "Target")	.17
157	Front Swivel Screw (512) (Special)	.50
158	Front Swivel Screw Nut (512) (Special)	.17
47	Inner Magazine Tube (512, 550)	.80
1010	Magazine Box Complete (511, 513)	1.55
2170	Magazine Box Complete, 10 Shot (Special) (511-513S-513T)	1.95
50	Magazine Follower (512)	.17
105	Magazine Guide Plate (511)	.35
2105	Magazine Guide Plate (513)	.35

*Must be fitted at factory or by a qualified gunsmith

Part No.	Part	Each
17577	Mag. Guide Plate Screw (511, 513)	.17
596	Mag. Lock (511, 513) (Fastened to Stock)	.35
597	Mag. Lock Screw (511, 513) (Wood Screw for Part No. 596)	.17
299	Mag. Pin. (512) (Same as 550 299)	.17
52	Magazine Plug (512, 550)	.35
53	Magazine Ring (512, 550)	.50
17928	Magazine Screw (512)	.17
55	Magazine Spring	.35
56	Magazine Tube Support Screw (512, 550)	.17
57	Main Spring (510, 511, 512)	.17
59	Main Spring (513)	.17
58	Main Spring Plunger (510, 511, 512, 513)	.17
62	Outer Mag. Tube (512, 550)	1.55
28	Rear Micrometer Sight Complete (513 "Sporter") (Special)	11.95
115	Rear Micrometer Sight Comp. (513 "Target") (75 Rt. Hand)	Mfg. List
302	Rear Peep Sight Assembly (P Grade Only) (510, 511, 512, 513, 550)	2.35
17921W	Rear Peep Sight Disc, Large Hole ("P" Grade Only) (510, 511, 512, 513, 550)	.35
420	Rear Peep Sight Nut ("P" Grade Only) (510, 511, 512, 513, 550)	.50
17921V	Rear Peep Sight Disc, Small Hole ("P" Grade Only) (510, 511, 512, 513, 550)	.35
548	Rear Sight (No. 63 Marbles) (513S) (Not Used on "S" Grade) Mfg. List	
422	Rear Sight Base ("P" Grade Only) (510, 511, 512, 513)	2.10
17924	Rear Sight Base Screw ("P" Grade Only) (510, 511, 512, 513, 550)	.17
136	Rear Sight Elevation Indicator ("P" Grade Only) (510, 511, 512, 513, 550)	.17
137	Rear Sight Elevation Plate ("P" Grade Only (510, 511, 512, 513)	.17
17923	Rear Sight Elevation Plate Screw (2) ("P" Grade Only) (510, 511, 512, 513, 550)	.17
17229	Rear Sight Leaf ("A" Grade Only) (510, 511, 512, 550)	.65
17570	Rear Sight Screw ("A" Grade Only) (510, 511, 512 550)	.17
17033W	Rear Sight Step ("A" Grade Only) (510, 511, 512, 550)	.17
421	Rear Sight Windage Plate ("P" Grade Only) (510, 511, 512, 513, 550)	.35
17923	Rear Sight Windage Plate Screw (2) ("P" Grade Only) (510, 511, 512, 513)	.17
10	Rear Swivel Assembled (513 "Target") (Used for 37 228)	1.55
71	Receiver ("A" Grade) (510, 511)	2.70
471	Rec. ("P" Grade) (510, 511, 512, 550)	2.70
164	Rec. ("AT" Grade) (510, 511)	3.00
167	Rec. ("PT" Grade) (510, 511)	3.00
206	Receiver ("A" Grade) (512)	3.00
209	Receiver ("P" Grade) (512)	3.00
210	Receiver ("AT" Grade (512)	3.00
211	Receiver ("PT" Grade (512)	3.00
371	Rec. ("T" and "SA" Grades) (513)	3.00
818	Rec. Assem. ("A" Grade (513	5.75
819	Rec. Assem. ("A" Grade (513	6.95
820	Rec. Assem. ("A" Grade (513	8.95
821	Rec. Assem. ("T" Grade (513	7.70
72	Receiver Insert (510)	.35
372	Receiver Insert (512)	1.80
75	Rec. Insert, Front (511, 512)	.80
585	Rec. Insert, Rear (511, 513) (Without (2) Screw Holes at Bottom)	.35
73	Receiver Insert Spacer (512)	.35
74	Rec. Insert Spacer Pin (512)	.17
228	Rec. Plug Screw (2) (518 "Sporter")	.17
250	Safety (Series 1940) (510)	.35
498	Safety (Series 1941) (511, 512, 513, 550)	.35
128	Safety Indicator (510, 511, 512, 513)	.35

Part No.	Part	Each
251	Safety Lever (Series 1940) (510, 511, 512, 513)	.17
252	Safety Screw (Series 1940) (510, 511, 512, 513, 550)	.17
84	Sear Pivot Screw (510, 511, 512, 513)	.17
85	Sear Spacing Collar (510)	.17
207	Sling Strap Assembled (Special) (510, 511, 512, 513 "Sporter") (Used for 121 141)	3.10
119	Sling Strap Assembled ("Target") (Used for 37 225)	4.95
161	Sling Strap Hook (2) Special on 510, 511, 512, 513, 550) (Also Used Special for 121-1168, 141-22, 241-151 use regular for 81-154, 11 228, 31 245)	.60
87	Stock, "A" Grade Assem. (510)	6.45
887	Stock, "P" Grade Assem. (510)	6.45
487	Stock, "A" Grade (511)	6.45
787	Stock, "P" Grade (511)	6.45
387	Stock, "A" Grade (512)	6.45
887	Stock, "P" Grade (512)	6.45
494	S. "Sporter," "A" Grade 513	39.90
495	S. "Sporter," P Grade (513)	25.00
*496	Stock, "Target" Grade (513)	19.85
93	Take Down Screw (510, 512)	.17
383	Take Down Screw (511 513)	.17
18418	Telescope Base, Front (Special on 513 T Grade)	.90
386	Tel. Base, Front, Screw (2) (Special on 513 T Grade) (Used for 37-177, 37-201, 37 103, 37 176, 513 307 (Special)	.17
305	Tel. Base Rear (Special on 513 T Grade) (Used for 37-175)	.90
307	Tel. Base, Rear Screw (2) Special on 513 T Grade) (Same as 513 306)	.17
491	Trigger Cushion Spring (511)	.50
492	Trig. Cush. Spring Screw (513)	.17
493	Trigger Cushion Spring Adjusting Screw (2) (513)	.17
90	Trig. Guard (510, 511, 512, 550)	.35
229	Trigger Guard (513)	.40
17577	Trigger Guard Screw (2) (510, 511, 512, 513)	.17
98	Trig. Pin (510, 511, 512 513, 550)	.17
500	Trig. Spg. (Series 1941) (513, 550)	.17
438	Trigger Spring Plunger (510, 511, 512, 513, 550)	.17
583	Trigger Spring (510, 511, 512, 513)	.17
SUB ASSEMBLIES FOR PART SAME AS		
18434	Bolt Assembly (510)	6.60
814	Bolt Assembly (511-512)	4.65
816	Bolt Assembly (513)	6.95
817	Inner Magazine Tube Assembly (512)	1.40
18432	Trigger Assembly (510)	1.80
891	Trigger Assembly (511)	1.30
892	Trigger Assembly (513)	1.30
822	Trig. Assem. Comp. (513)	1.55
NON CURRENT PARTS		
133	Rear Peep Sight Nut ("P" Grade (510, 511, 512)	.50
134	Rear Sight Base, "P" Grade (510, 511, 512)	2.10
17033T	Rear Sight Step ("Sporter" (513)	.17
130	Rear Sight Windage Plate ("P" Grade (510 511 512)	.17
88	Safety (510)	.80
81	Safety Lever (510, 511, 512, 513)	.17
82	Safety Screw (510 511, 512 513	.17
11	Trigger (513) Assembled)	1.55
99	Trigger Spring (510, 511, 512 513)	.17
284	Trigger Spring (Series 1940) (510, 511, 512 513, 550)	.17
100	Trigger Spring Plunger (510, 511 512, 513)	.17
285	Trigger Spring Plunger (510, 511 512, 513)	.17
123	Trigger Cushion Spring (Same as 32 257)	.17
124	Trigger Cushion Spring Housing	.17
125	Trigger Cushion Spring Housing Lock Nut	.17
126	Trigger Cushion Spring Plunger	.17
127	Trigger Cushion Spring Retaining Screw (Same as 512 191)	.17
107	Magazine Lock (511, 513) Used with Rec Insert No. 76)	.35
108	Magazine Lock Screw (2) (511, 513) (Used with 107)	.17
70	Receiver Insert, Rear (511, 513) (With (2) Screw Holes for Magazine Lock)	.50

Prices on this page are subject to a special discount.

INTRODUCING THE CODY COLT AUTOMATIC PAPER BUSTER GUN

$1.00 LIST

Packed in 4-color holster package. Authentic western styling. Complete with one roll of ammunition Completely safe. Makes a loud report — easy working trigger. Will stimulate repeat business.

FAMOUS BUCK ROGERS SONIC RAY

NOW AT **$1.50** LIST

Generates a powerful beam of light and high frequency buzz. Your customers see it, hear it, feel it. A self-seller the year 'round at a new down to earth price.

SMOKE RING GUN

$2.00 LIST

It's terrific! Shoots continuous non-volatile but visible dense clouds of big smoke rings. Comes complete with super-ammo safety smoke pellets and igniter strip. Absolutely safe, harmless, non-toxic! It's the sensation of 1950.

THE "15-PUZZLE"

A major attraction! Playable singly or competitively. Fits your pocket. Also fits your customers' pocket books.

ONLY **$1.00** LIST

*These Guns are a part of an extensive collection of antique guns now on exhibit at J & E. Stevens New York Salesroom 1107 Broadway, New York City.

These Firearms Helped Write History

The story of these old guns would almost be the story of America's pioneering days. They helped win battles and keep law and order.

Old "shootin' irons" are a part of our nation's traditions. That's one reason why a realistic toy gun stirs a boy's imagination . . . whets his spirit of independence.

a. 42 Cal. owned by Aide to President Abraham Lincoln

b. 1860 Army Model used extensively in Civil War Cavalry

c. Remington 44 Cal. owned by Wild Bill Hickock (Frontier Marshall)

d. 36 Cal. Colt. Owned by Abraham Lincoln

e. Colt Lightning Model used by Marshall Clark of Texas Rangers

f. Derringer type percussion pistol date 1835

BUFFALO BILL in nickel finish. Retail Price 69c.

PAWNEE BILL in Gold Finish. Retail Price 89c (also available in nickel finish.

But This Is 1950 . . . and out of the west comes the Stevens Quality Line of Toy Guns. . . .

AIM *for BIG SALES with*

49'ER in Gold Finish Retail Price $1.59 (also available in nickel finish

for immediate delivery and real freight Savings order from your nearest Sales Office

J. & E. STEVENS SALES CO., INC.

FACTORY: CROMWELL, CONNECTICUT

Permanent N. Y. Showroom: 1107 Broadway, New York 10, N. Y.

SALES OFFICES AND WAREHOUSES

Los Angeles
520 West 7th Street

Dallas, Tex.
1528 St. Louis Street

Denver, Colo.
623 Exchange Bldg.

Kansas City
Merchandise Mart Bldg.

Atlanta, Ga.
82 Courtland St., S. E.

Boston, Mass.
22 Hanover St.

Memphis, Tenn.
Radio Center Bldg.

Oak Park, Ill.
121 N. Marion St.

COWBOY KING in Gold Finish. Retail Price, **$1.39**. (also available in nickel finish

PEACEMAKER in Gold Finish. Retail Price **$1.00** (also available in nickel finish).

RETAIL PRICES RANGE from 19¢ to $1.59

Flat Repeaters
Western Repeaters
Western Single Shots

these Top-Notch STEVENS TOY GUNS!

The Most Complete Line of Toy Guns Available

Send for complete catalog or consult your listings.

for a Real Sales Combination

Display STEVENS ➡ Action Caps and Guns!

A loud sure-shooting Cap Best for performance in any Cap Pistol. Stevens Action Caps come in 50 shot rolls, 250 shots to a box. Packed 5 Rolls to the Box . . . 5 Dozen Rolls to the Display Carton . . . 5 Gross Boxes to Shipping Carton. Weight 13 lbs.

25 JR. in nickel finish. Retail Price **49¢**.

They're Here...SENSATIONALLY-NEW...

"Live Action" Pull Toys by STRUCTO

Die-Cast Aluminum Cabs and Chassis...Stamped Steel Bodies

No. 603 Package Delivery Truck

No. 601 Motor Express Truck

No. 700 Transport Trailer

No. 607 Machinery Truck

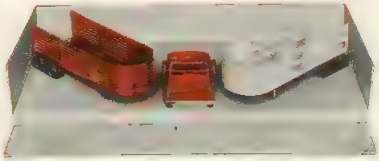
No. 702 Steel Cargo Trailer

No. 605 Shovel Dump Truck

No. 704 Overland Freight Trailer

They're "CHILD-CONDITIONED"

No. 706 Combination Cab With 2 Trailers
(702 and 704 Types)



Three complete items sold as one toy. You'll find it a popular, *profitable* trio. This set includes one cab and a 702 trailer and 704 trailer. All three are packed in an attractive display carton that is easy to set up. Simply remove cover. Front of carton will drop down and form an attractive counter display.

STRUCTO MFG. CO.
MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS
NEW YORK OFFICE—ROOM 538, 200 FIFTH AVE., BLDG.

And UNBELIEVABLY LOW PRICED!

"Live Action" MECHANICAL Toys by STRUCTO

Built To Last . . . More Child-Appeal Than Ever Before!

No. 822 Wrecker Truck (Wind-Up)

No. 866 Gasoline Truck (Wind-Up)

No. 811 Barrel Truck (Wind-Up)

No. 844 HI-Lift Dump Truck (Wind-Up)

Only STRUCTO Toys Offer This Amazing New "Fluid-Action" Motor

Makes Two Toys in One

This sturdy clock spring motor, using a 10 ft. spring, is something entirely new in free-wheeling motors. It permits the toy to be played with both as a pull toy and a wind-up toy. This new "Fluid-Action" motor was designed in our own research department, by our own engineers, and is manufactured exclusively by STRUCTO. Performs approximate 60 foot runs at slow simulated truck speeds . . . on the straight-away or in adjustable circles.

*** ON ALL STRUCTO WIND-UP TOYS**

You'll Also Want These Other Profit-Proved, All-Steel STRUCTO Pull Toys

- No. 100 Standard Steam Shovel — Patented
- No. 105 Heavy-Duty Steam Shovel — Patented
- No. 200 Dump Truck
- No. 250 Aerial Fire Truck
- No. 402 Machinery Truck and Steam Shovel — Patented
- No. 500 Utility Truck — Patents Pending

STRUCTO . . . "the Safest Toys for American Boys."

They're Here...SENSATIONALLY-NEW..

"Live Action" Pull Toys by STRUCTO

Die-Cast Aluminum Cabs and Chassis...Stamped Steel Bodies

No. 603 Package Delivery Truck

No. 601 Motor Express Truck

No. 700 Transport Trailer

No. 607 Machinery Truck

No. 702 Steel Cargo Trailer

No. 605 Shovel Dump Truck

No. 704 Overland Freight Trailer

No. 706 Combination Cab With 2 Trailers
(702 and 704 Types)

Three complete items sold as one toy. You'll find it a popular *profitable* trio. This set includes one cab and a 702 trailer and 704 trailer. All three are packed in an attractive display carton that is easy to set up. Simply remove cover. Front of carton will drop down and form an attractive counter display.

They're "CHILD-CONDITIONED"

STRUCTO MFG. CO.
MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS
NEW YORK OFFICE—ROOM 538, 200 FIFTH AVE., BLDG.

Two of 'Cinderella's' little friends in Walt Disney's all cartoon version of the romantic legend announce the capture in a basement trap of Gus, the plump and fearless Feld mouse. Gus, one of the most delightful of all Walt's inventions is to "Cinderella" what Dopey was to 'Snow White and the Seven Dwarfs.' RKO Radio Pictures distributes the animation feature, in color by Technicolor

WALT DISNEY BRINGS CINDERELLA . . .

Loew's State on January 31st issue rightly talks of 'Cinderella' as 'Walt Disney's best girl since Snow White'". This enchanting heroine, starred with Jaq, the thin mouse, Gus, the fat mouse and dozens of other charming new personalities in Walt Disney's most wonderful cast. Six years in the making, Walt Disney's "Cinderella" is an all-cartoon motion picture which offers exquisite dramatic interpretation of this most beloved fairy tale. Warmly received by critics and American moviegoers at its premiere showing, Walt Disney's "Cinderella" has inspired the creation of wonderful new collections of merchandise, much of which will make its first appearance at the 1950 Toy Fair in New York.

Among the new Cinderella toy-currents shown at the Fair are balloons (Eagle Rubber Company and Oak Rubber Company), inflatable plastic toys (Vanguard Corporation), wind-up mechanical plastic toys, including a waltzing "Cinderella" with her Prince Charming (Irwin Corporation).

Prominent in the collection are "Cinderella" stuffed toys offered by Gund Manufacturing Company. In this line are "Gus-Gus" and "Jaq", "Cindy's" two mouse friends, and "Cindy" herself in both her scullery maid and ball clothes. Of special interest in the Gund line is the "Cinderella" Two-Way Doll —just turn the Princess upside down for the Scullery Maid, and vice versa.

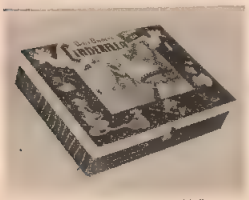
Another brand new Cinderella" item is being shown by Stanley Wessel & Company. This is a full-color, dimensional wall plaque and is available in four different Cinderella scenes. Specially produced by Stanley Wessel's own patented triographic process, these "Cinderella" plaques are first lithographed in full color on vinyle then molded into reep-drawn third dimension.

Parker Brothers' new "Cinderella" game revises a trick by which the winner must match "Cinderella's" lost Supper first.

Other "Cinderella" toys include Jaymar Specialty's jig-saw puzzles, Modelcraft's molding and color set, and Hassenfeld Brothers' toy sewing kit. Also Ben Cooper's costumes and matching realistic masks, and Plastic Novelties' pencil sharpeners.

In the children's book field, Walt Disney's "Cinderella" is represented with Whitman Publishing Company's "Cinderella Paint Book", Cozy Corner "Cinderella", and "Cinderella" Better Little Book.

Simon and Schuster is also offering a Big Golden Book, a Little Golden Book,



Toy Sewing Kit by Hassenfeld Bros.

Dahl and Her Dolls

When Arlene Dahl was three years old, she inherited a doll that had been her grandmother's, write Ted and Jane Morris in *Movieland* magazine. It was a girl doll with real hair — and was named Annie in honor of Grandma.

ARLENE loved that doll. She dressed and undressed her, took her visiting, and as soon as she was able to sew, she even made Annie's clothes. The love she had for that doll grew into a fondness for all dolls: rag dolls, cuddly dolls, Patsy dolls, cry-baby dolls. By the time Arlene was ten, she had a large "family." What's more, these dolls weren't the bedraggled specimens so many little girls have; for she was always tender with her charges. She combed their hair gently, kept their clothes starched and immaculate. Even their bassinets, beds and cradles had ruffles of organdy and quilts of pale pink silk. On festive occasions, such as hobby days, or Christmas week, "Mama" carted her dolls off to the Margaret Fuller Grade School to be admired by all her classmates. These were memorable days for Arlene.

By the time Arlene was sixteen, she had a collection of two hundred dolls. Some of them were fine, historic ones—some were favorites she had played with as a child.

Dolls Her Hobby

"My hobby was quite a thing," Arlene says. "My friends at Washburn High were completely intrigued. We were far too old to play with dolls, of course, but they made me a wonderful hobby. Designing clothes for dolls was my introduction to the field of fashion design and modeling."

Fashion not only interested the lovely red-head, but it started her indirectly on her present career. Her first job was with a Minneapolis department store where she modeled clothes. A short time later, Arlene joined the International Sportsman's Show when it reached Minneapolis. She was such a success modeling bathing suits and sports togs, that she moved on with the show to Chicago where she became a fashion consultant and model at Marshall Field's and Saks-Fifth Avenue. After the modeling jobs in the Windy City, Arlene headed for Broadway and a stage career.

In June, 1945, Arlene won a lead role in a musical, "Mr. Straus Goes to Boston." Later, she played the ingenue role in a comedy, "Questionable Ladies," and was discovered by a motion picture talent scout. One year after her first Broadway show she was on her way to Hollywood.

Making pictures such as "The Southern Yankee," "Scene of the Crime," "Ambush," and "The Outriders," left Arlene little time for doll collecting, but it has not dimmed her interest. Annie and others of the old favorites are still intact; but there is no room for them in her small Beverly Hills apartment. Every once in a while she gets quite lonesome for them, and goes window shopping in toy shops.

Several weeks ago, Arlene heard of a place called the *Hollywood Doll Company;* and on her first day off production, she went over to the owner, Mr. Joe Ippolito, and asked—rather timidly—if she might visit his doll factory. Mr. Ippolito was delighted. He likes dolls, too, and is always opening doors of his factory to Blue Birds, Girl Scouts and any adults who want to see how the dolls come to "life."

For days, the cast of "Outriders" heard nothing but dolls from Dahl. Joel McCrea and the others kidded her; but the journey to the doll factory was to bear fruit.

Annual Doll Fair

One evening at a dinner party, Arlene heard a Junior League friend discussing plans for the annual Doll Fair which helps support the Convalescent Home of the Children's Hospital here. The Fair started back in 1920 when Mr. J. B. Lippincott took dolls donated to Salvage, reconditioned them and sold them at the Salvage shop for the benefit of the sick and crippled children. The project grew and grew. Today the Marlborough School at 3rd and Rossmore offers the use of its buildings, for the Doll Fair is a huge event.

Arlene immediately made tracks for the factory again and this time came away with one hundred and thirty-six dolls! One hundred dolls to be donated to the Doll Fair for sale, the other thirty-six to be delivered to the sick children, courtesy of Mr. Ippolito!

Arlene had the time of her life at the Fair! The customers included children, grown-ups, grandparents and doll collectors, and they all "oh-ed" and "ah-ed" over the tiny rag dolls, dolls with real eyelashes and others that said "mama." But Arlene's favorite was a hand-made beauty from Normandy with a price-tag of seventy-five dollars!

The star handled this beauty lovingly—then with a nostalgic sigh, uttered, "She's very pretty—almost as pretty as my old doll, my darling Annie."

♦

One-Cent Sales

• The Federal Trade Commission doesn't like those "one-cent sales" conducted by the Rexall stores. These are predicated upon the purchase of two units for the price of only one, and FTC has ordered Rexall to cease this method of selling "where the single-unit price is actually higher than the price at which one unit is customarily sold."

STANDARD GROUP ANNOUNCES SECOND TIE-IN WITH LIONEL

6 Million Posters To Be Distributed In Cooperation With Outdoor Advertisers

In cooperation with Standard Outdoor Advertising, Inc., the Lionel Corporation, world's largest manufacturer of model railroads and equipment, will distribute 6,000,000 full-color, miniature 24-sheet posters to model set owners throughout the nation this year. The second cooperative program, a follow-up on a similar project conducted in 1949, was announced recently by Parker James, executive vice president of Standard.

Ten national outdoor advertisers will be represented in this year's project, which Lionel will advertise in consumer publications and in their dealer catalogs. The miniatures will be on display, beginning in early summer, in department stores and model shops throughout the country, wherever Lionel equipment is sold.

Plastic Frames Available

Lionel is currently producing 600,000 sets of plastic frames which will be put on sale for use by recipients of the free poster designs. Though the Standard Outdoor miniatures will be printed complete with panel, model railroad owners will be able to remove the poster designs and "post" them in the Lionel plastic panels for permanent display.

As was the case in last year's triple tie-in, advertisers will underwrite the printing cost of the posters but pay nothing for merchandising or advertising. Members of the Standard Group will support the merchandising in their markets in a follow-up of Lionel's work.

This year's campaign more than doubles the number of designs distributed last year, when 7 national advertisers participated. Last year's outstanding designs included Ford cars, Wrigley's Spearmint Gum, Kellogg's Corn Flakes, Nash cars, Heinz Soups, Kleenex Tissues, and Baby Ruth Candy. Lionel's 1949 consumer publication advertising of the miniature posters totaled 100,000,000 circulation, among which were *Life, Look, Time, Newsweek, Colliers', American Weekly,* and more than 20 other leading publications. The Lionel catalog went to press on May 26, and will soon be ready for use by dealers.

♦

Expanded Variety Store Show Set for Chicago in July

The growing popularity of 5c to $5.00 merchandise in trade channels today is seen in the announcement just issued by the National Association of Variety Stores stating that their 13th Variety Store Merchandise Fair, scheduled for the La Salle Hotel, Chicago, July 30 through August 3, 1950, has been expanded to occupy 30% more exhibit space than previously.

Because of the restrictions laid on the exhibitor, which require him to be either a manufacturer, manufacturer's representative or a direct importer, an increasing number of variety buyers have been augmented by merchants from other retail operations which feature this classification of merchandise. Additionally, each NAVS show is designed as a merchandising education-in-brief; adding another incentive for the progressive merchant's attendance. Statistics have shown that a buying trip to the trade shows conducted by the association are self-supporting when the additional profit potential is considered.

According to president Frank A. Scharlott, "today, the forward looking independent considers it his community obligation to visit trade shows and market weeks. His purchases are reflected in the tempo of Main Street's business."

♦

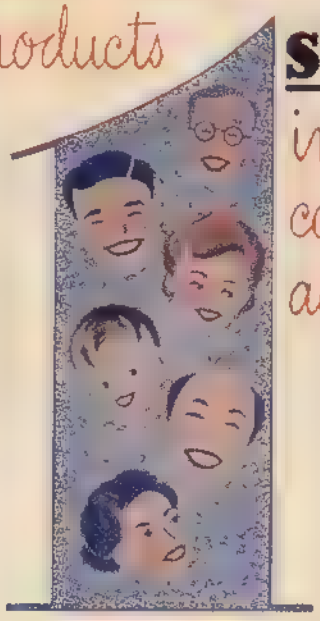
Train Prices Reduced

• Bullock's, downtown Los Angeles, on April 24, advertised factory and display samples of Lionel trains at reduced prices. Formerly $23.50, one of them was featured at $15.95.

NOMA is always FIRST

st with new products

st in consumer acceptance



st with sales helps

Year in, year out, you can depend on NOMA to bring out the most talked about new items that live on to be

25 to 1

NOMA is the *only* name in Christmas lighting whose brand is recognized — proved by impartial surveys.

NOMA backs the dealer with effective point-of-sale material and the biggest national advertising campaign in the industry!

st *in Sales*

– YEAR IN, YEAR OUT!

See you at the

Toy Fair

March 6 to 17. Be sure to see the new 1950 NOMA line — East Room, First Mezzanine, Morel McAlpin.

NOMA

ELECTRIC CORPORATION, 55 W. 13th St., New York 11, N. Y.

A 58.45
[illegible]

C 51.95
[illegible]

E 62.95
3-speed—26-in. Model
49.95
1-Speed—26 in. Model

G 34.95
1 Speed—26-in. Mode

No Finer Gift Than a Hawthorne Bike

NEW 3-SPEED SHIFT OPTIONAL.. LATEST 'AUTO' TYPE EQUIPMENT 3 SIZES

Women's 26-inch De Luxe Tank Model with 1-Speed or Tripspeed Brake

Women's 28-inch Special Tank Model with 1-Speed or Tripspeed Brake

Girls 24-inch Standard Tank Model for riders 7 to 11. With New Dep. 1 Speed Brake.

Girls' 20-inch Unequipped Model for riders 4 to 7 years of age. Chain guard and Stimsonite rear fender reflector for safer riding

NEW DEPARTURE TRIPLSPEED GEAR SHIFT AND COASTER BRAKE UNIT (optional at extra cost on all full (26-in.) size Hawthornes). Just a flick of the Handle Bar Finger Control (pictured at right) gives you fast gearways, added power, greater speed. With Tripspeed, you have the use of three speeds: low, normal, and high. Tripspeed is combined with a coaster brake in the rear hub - no hand brakes to operate.

HAWTHORNES ARE EQUIPPED WITH NATIONALLY KNOWN EQUIPMENT: New Departure, Delta, General Electric, Torrington, Bendix, Troxel, Magna, Diamond, and Lobdell are famous names incorporated into these fine bikes. Wards Riverside balloon tires with butyl rubber tubes. Bicycles shipped promptly from Little Falls, N. Y. Factory—pay charges from there. 10% Down. Monthly Payment Plan Page 175

ABOUT BICYCLE PRICES: Increased material and manufacturing costs have necessitated higher prices on bicycles. Prices shown here are now in effect for both the Christmas Book and the Fall General Catalog.

Handy Handle Bar Finger Control. Flick lever to desired gear stop pedaling, shift occurs.

DE LUXE TANK MODEL HAWTHORNES

(A) (B) It's the Rolls-Royce among fine b[illegible]. Yes, for latest "auto"-type accessories; style-wise design and colors; rugged, soundly engineered construction, this Hawthorne is the aristocrat of them all. Tripspeed gear shift unit optional (see above).

DE LUXE DELTA MOTORCYCLE TYPE HEADLIGHT with green lens visor, chromed trim, adjustable bracket

DELTA ELECTRIC HORN built into streamlined tank.

COMBINATION STOP -TAIL—DIRECTIONAL SAFETY LIGHT in rear of massive luggage carrier. Directional turn arrows light at flip of switch, stoplight flashes when brake is applied, taillight glows constantly when switch is on. Stimsonite reflector lens

COIL SPRING FORK designed like knee-action on cars.

WATERPROOF VINYL SADDLE WITH CRASH RAIL to prevent scuffing. Chromed double coil springs.

De luxe chain guard, chromed rims, kick stand, stem, handlebars. 26x2.125-in. white sidewall tires.

MEN'S AND BOYS' DE LUXE TANK MODEL. For riders over 12. Air cruiser red enameled frame, metallic gray fenders, tank, and trim. Ship. wt. 58 lbs.

(A) 60 W 3084 F—New Dep. 1-Speed Brake . . 58.95

60 T 3094 F—With New Dep. Tripspeed..... 72.95

WOMEN'S AND GIRLS' DE LUXE TANK MODEL. For riders over 12. Metallic blue-gray enameled finish. Matching gray enameled skirt guard. Ship. wt. 68 lbs.

(B) 60 W 3085 F—New Dep. 1-Speed Brake.... 58.95

60 T 3095 F—With New Dep. Tripspeed..... 72.95

BATTERY NOTICE: For bikes A and B, order 2 flashlight cells each (Page 97) for taillight, headlight, and horn. For bikes C, D, E, F—order 6-volt lantern battery from Page 233 to operate headlight and horn. For Junior models listed under E and F, order 2 flashlight cells each (Page 97) for Winner headlight and horn.

STANDARD TANK MODEL HAWTHORNES

(E) (F) A real beauty and smooth performer. Tripspeed optional on full size models (see above) Equipped with 'auto" type accessories.

NEW G.E. SEALED BEAM HEADLIGHT on Men's and Women's 28-in. models Junior models equipped with sleek Delta Winner headlight.

DELTA ELECTRIC WARNING HORN built into tank.

STIMSONITE JEWEL REFLECTOR on sturdy carrier

WATERPROOF VINYL PLASTIC TROXEL SADDLE.

Men's, Boys' Red; Women's, Girls' Blue both with Metallic Gray trim. Chromed rims.

MEN'S AND BOYS' STANDARD TANK MODEL. For riders over 12. 26x2.125-in. tire. Ship. wt. 62 lbs

60 T 3088 F—With New Dep. 1-Speed Brake.. 48.95

(E) 60 T 3058 F—With New Dep. Tripspeed. . 62.95

WOMEN'S AND GIRLS' STANDARD TANK MODEL. For riders over 12. 28x2.125-in tire Ship. wt. 62 lbs

60 T 3089 F –New Dep. 1-Speed Brake..... 48.95

60 T 3059 F—With New Dep. Tripspeed..... 62.95

BOYS' JUNIOR STANDARD TANK MODEL. For riders 7 to 11. 24x2.125-in. tire. Ship. wt. 54 lbs

60 T 3016 F—New Dep. 1-Speed Brake..... 46.95

(F) GIRLS' JUNIOR STANDARD TANK MODEL. For riders 7 to 11 24x2.125-in tire Ship. wt. 54 lbs

60 T 3017 F—New Dep. 1-Speed Brake 46.95

SPECIAL TANK MODEL HAWTHORNES

(C) (D) Dazzling looks; speedy, safe riding; top performance; plus "Special" designed "auto"-type accessories make this sleek streamlined Hawthorne second only to the Hawthorne "De Luxe" New Departure Tripspeed optional (see above) Look at these "Special" accessories you get

G.E. SEALED BEAM HEADLIGHT, brilliantly chrome plated, and just like the headlights on Dad's car. Horn and Light Use 6 Volt Lantern Battery

DELTA ELECTRIC WARNING HORN in streamlined tank.

STIMSONITE RED JEWEL REFLECTOR on streamlined luggage carrier reflects warning to traffic behind.

COIL SPRING FORK designed like knee action on cars.

WATERPROOF TROXEL SADDLE with sturdy double coil springs. Vinyl plastic covering

Enameled chain guard. Riverside white sidewall balloon tires, 26x2.125 in. Men's and Boys' Model brilliant metallic Red Mulberry; White trim. Women's and Girls' Model vivid Metallic Green, White trim.

MEN'S AND BOYS' SPECIAL TANK MODEL. For riders over 12. Ship. wt 67 lbs.

(C) 60 W 3076 F—New Dep. 1-Speed Brake.... 51.95

60 T 3068 F—With New Dep. Tripspeed . . 65.95

WOMEN'S AND GIRLS' SPECIAL TANK MODEL. For riders over 12. Ship. wt. 63 lbs.

(D) 60 W 3077 F—New Dep. 1-Speed Brake. 5. 95

60 T 3067 F—Wi h New Dep. Tripspeed 65.95

UNEQUIPPED HAWTHORNES IN 3 SIZES

(G) (H) Designed for those who want a fine bike —now —at low cost. These Bicycles have all the nationally known equipment and Hawthorne features . . . add the "extra" accessories later. Wards include chain guard and Stimsonite rear fender reflector for your safety. New Departure Tripspeed optional on adult (26-in.) bikes (see above). Men's and Boys' Red with contrasting striping Women's and Girls' Blue, decorative striping.

HAWTHORNE ADULT UNEQUIPPED BIKES. For riders over 12. 26x2.125-in tire. Ship. wts.. Men's, 55 lbs.; Women's, 54 .bs.

(G) 60 W 3032 F—Men's with 1-Speed Brake...34.95

60 T 3022 F-Men's with Tripspeed.....48.95

60 W 3033 F—Women's with 1 Speed Brake..34.95

60 T 3023 F-- Women's with Tripspeed . . . 48.95

HAWTHORNE JUNIOR UNEQUIPPED BIKES. Same as above, but for riders 7 to 11. 24x2.125-in tire Ship. wts.: Boys', 51 lbs.; Girls', 50 lbs

60 W 3038 F—Boys' with 1-Speed Brake.....34.95

60 W 3039 F - Girls' with 1-Speed Brake.....34.95

HAWTHORNE JUVENILE UNEQUIPPED BIKES Same as above, but for riders 4 to 7. 20x2.125-in. tire. Ship. wts.- Boys', 43 lbs., Girls', 41 lbs.

60 W 3036 F—Boys' with 1-Speed Brake. .. 33.95

(H) 60 W 3037 F—Girls' with 1-Speed Brake...33.95

"Horsalong" Bikes and Tricycles on Page 86. For more Bikes and Accessories see Wards General Catalog.

They're Here...SENSATIONALLY-NEW..

"Live Action" Pull Toys by STRUCTO

Die-Cast Aluminum Cabs and Chassis... Stamped Steel Bodies

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STRUCTO MFG. CO. MAIN OFFICE AND FACTORY — FREEPORT, ILLINOIS
NEW YORK OFFICE — ROOM 330, 200 FIFTH AVE. BLDG.

And UNBELIEVABLY LOW PRICED!

"Live Action" MECHANICAL Toys by STRUCTO

Built To Last . . . More Child-Appeal Than Ever Before!

No. 822 Wrecker Truck (Wind-Up)

No. 866 Gasoline Truck (Wind-Up)

No. 811 Barrel Truck (Wind-Up)

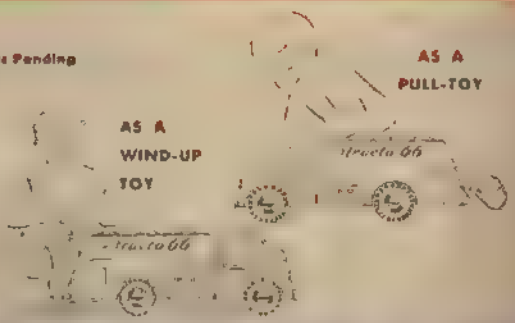
No. 844 Hi-Lift Dump Truck (Wind-Up)

Only STRUCTO Toys Offer This Amazing New "Fluid-Action" Motor*

Makes Two Toys in One

This sturdy clock spring motor, using a 10 ft. spring, is something entirely new in free-wheeling motors. It permits the toy to be played with both as a pull toy and a wind-up toy. This new "Fluid-Action" motor was designed in our own research department, by our own engineers, and is manufactured exclusively by STRUCTO. Performs approximate 60 foot runs at slow simulated truck speeds . . . on the straight-away or in adjustable circles.

*ON ALL STRUCTO WIND-UP TOYS



You'll Also Want These Other Profit-Proved, All-Steel STRUCTO Pull Toys

- No. 100 Standard Steam Shovel — Patented
- No. 105 Heavy-Duty Steam Shovel — Patented
- No. 200 Dump Truck
- No. 250 Aerial Fire Truck
- No. 402 Machinery Truck and Steam Shovel — Patented
- No. 300 Utility Truck — Patents Pending

AT THE FAIR: ROOMS 525 and 526, HOTEL NEW YORKER

It's Here! NEW DEARBORN

Dearborn
FARM EQUIPMENT

SHARES BY THE PACKAGE—Six to the box and the entire box of six at a bargain price. With shares costing so little you're money ahead by throwing used ones away and replacing with sharp new shares.

NO RE-SHARPENING—Count the money you've spent for re-sharpening shares that were never as good as new after sharpening. Count the hours you've wasted. There's no need for this waste of either time or money.

Ask your* FORD TRACTOR *dealer for a demonstration

Your nearby Ford Tractor dealer will be glad to give you PROOF of better plowing at lower cost. Get in touch with him for a PROOF demonstration. Remember, too, he offers genuine parts, dependable service and a sincere desire to serve you well.

ONLY THE FORD TRACTOR HAS THE PROOF-METER! GET THE FACTS NOW!

ECONOMY PLOW

with "RAZOR BLADE" SHARES

CUT PLOWING COSTS TO THE BONE WITH SHARES YOU NEVER SHARPEN—SO LOW PRICED YOU THROW USED ONES AWAY LIKE RAZOR BLADES

Here's the new plow sensation—a plow with new "Razor Blade" shares that cost so little you can change to new, sharp ones in a jiffy—throw the used ones away! Yet, in most soils, each share will plow as much land as one of the conventional type before becoming dull—and do it as well or better!

Lower cost plowing—because shares cost only a fraction of the price of conventional shares! Better plowing—because there's no need to use a share after it's too dull to do good work! No more time and money spent on resharpening! Shares come six in a box—a new, sharp share always handy.

This new Dearborn Economy Plow is *new* all the way through—new frame, new bottoms, new and improved design, heavier, sturdier construction. It saves you money in lower first cost and lower upkeep.

Up to $40 Saved On Shares Alone For Every 100 Acres Plowed

Tests in a wide variety of soils show savings, *in shares alone*, of up to $40—and even more—per 100 acres plowed—depending upon the type and condition of the soil. And the saving you get in shares is only part of your new plowing economy with this plow.

Get top quality plowing at a new low cost. See your Ford Tractor dealer and ask for a demonstration. Buy on PROOF that here is a better plow and better plowing—for less money.

DEARBORN MOTORS CORPORATION, DETROIT 3, MICHIGAN

BUY ON PROOF

BETTER PLOWING —LOWER COST!

1. Low-priced, easy-attaching "Razor Blade" shares. Discard and replace when worn.
2. Replaceable moldboard shin. Multiplies moldboard life.
3. Extra heavy beams of finest steel keep plow assemblies in true alignment.
4. Heavy cross shaft mounted above beams to give extra clearance under the beams.
5. Handy adjustment for width of cut.
6. Coulters can be adjusted up, down or sideways—in front or back positions.
7. Newly designed coulter bracket—holds adjustment securely.
8. Extra long-lasting coulter hub bearings, proved best by long and repeated tests.

BETTER TRASH CLEARANCE AND COVERAGE—The Dearborn Economy Plow has ample trash clearance. Coulters can be adjusted up, down, or sideways in front or back positions. Shears trash clean, covers well.

GOOD WORK AND A SAVING TOO—With the Dearborn Economy Plow you get well-turned, even furrows, excellent pulverization, exceptionally good scouring. And remember, with all these advantages you get lower cost plowing, lower upkeep.

Coulters and jointers sold separately.

© COPYRIGHT 1950, DEARBORN MOTORS CORPORATION

Ford Farming MEANS LESS WORK . . . MORE INCOME PER ACRE

Sawyer View-Master

THRILLING THREE DIMENSIONAL PICTURES IN FULL COLOR

When you look at View-Master pictures through the View-Master Stereoscope, it's just like stepping through Alice's looking glass into a new world, but a very real world. Every object in every picture has the fullness, the depth, the roundness of reality—you feel sure you can touch and even reach around and behind trees and rocks.

You can sit at home in your own living room and get the very real illusion that you are visiting romantic Hawaii, enjoying the view from the rim of the Grand Canyon, or awakening to a magic fairyland come to life. And every scene is in full, natural color.

The pictures are brilliant Kodachromes. They come in reels of seven full-color, three-dimensional scenes. Actually there are fourteen pictures on each reel because each eye sees its own separate picture from its own point of view as in real life.

There are more than three hundred fifty subjects to choose from, and they come in a wide range of subjects—travel pictures of beauty spots from all over the world, wild animals, childhood heroes like Hopalong Cassidy, Gene Autry, the Cisco Kid, and Tarzan, and dramatizations of fairy tales and bible stories—for both children and adults.

A B COMPLETE VIEW-MASTER OUTFIT. Sturdy Black plastic stereoscope (A) with automatic changing lever, lighting unit (B) with lamp to provide even, diffused light for your stereoscope, catalog of complete View-Master titles, plastic library box (see below), and choice of three View-Master reels, Postpaid.

67 TN 3417—State picture reels wanted by title and number 6.85

67 WN 3335—Stereoscope and three reels. *State reels by title and number.* 3.00

(A) 67 WN 3332 - Stereoscope only . . . 2.00

(B) 67 WN 3412—Lighting unit only . . . 2.00

67 W 3228–Batteries. Ship. wt. 8 oz. 2 for 30c

67 WN 3336—View-Master Reels—*Postpaid. State Catalog Number, title, and reel number.* Six Reels for $2.00

RUDOLPH THE RED-NOSED REINDEER
Cleverly carved scenes of Rudolph's one-night triumph. With printed story.
FT-25 Rudolph

CHRISTMAS STORY. Molded and carved settings after famous paintings.
XM-1 Mary and Baby
XM-2 The Shepherds
XM-3 The Wise Men

FAIRY TALES. Modern and carved settings and figures. A printed story is included with each reel.
FT-1 Little Red Riding Hood
FT-2 Hansel and Gretel
FT-3 Jack and the Beanstalk
FT-4 Snow White and the 7 Dwarfs
FT-5 Cinderella
FT-6 Goldilocks and The Three Bears
FT-7 The Three Little Pigs
FT-8 Little Black Sambo
FT-9 The Ugly Duckling

NURSERY RHYMES. Lively carved and modern settings for old nursery rhyme favorites each reel has a story for you to read and tell.
MG-1 Mother Goose Presents, Jack and Jill, Mistress Mary, Mary had a little lamb, Queen of Hearts, Ride a Cock Horse, and Miss Muffet
MG-2 Little Boy Blue, Hark! Hark!, Three Little Kittens, Simple Simon, Mother Hubbard, Woman in a Shoe, and King Cole
MG-3 Little Bo-Peep, Jack Sprat, Georgie Porgie, Song of Sixpence, Margery Daw, Peter, Peter, Pat and the Fiddle.

TARZAN. With printed story.
975 Tarzan, Treasure Chest

COWBOY MOVIE STARS. In full color.
945 Roy Rogers and Trigger
951 Gene Autry and Champion
952 Hopalong Cassidy (Bill Boyd)
960 Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo)

931 Wild Animals in Natural Habitat (Africa)
910 Wild African Animals in Zoo I
911 Wild African Animals in Zoo II
912 Wild Animals of India in Zoo
913 North American Animals in Zoo
914 South American Animals in Zoo
925 Performing Elephants, St. Louis

PEOPLE OF THE WORLD. Full color Kodachromes of native costumes and customs.
179 Navajo Indians, New Mexico
288 Indian Tribal Ceremonial, N.M.
294 Indian Arts and Crafts, N.M.
309 Eskimos, Alaska
523 Mexican Bullfight
3338 People of the Nile, Egypt
5261 Masais, Natives of New Zealand
5020 Kangaroo Hunt with Aborigines of Australia
4825 Slumgoo Dance Drama, Siam
3029 Natives of Zululand, Africa

HISTORIC PLACES. Brilliant Kodachromes of places known for their history.
238 Abe Lincoln's New Salem and Springfield, Illinois
3311 Ancient Thebes, Egypt
1420 Normandy Battlefields
191 Colonial Williamsburg, Virginia
380 Historic Charleston, S. C.
351 Historic Philadelphia and Valley Forge, Pennsylvania
290 Historic Plymouth, Mass.
338 Lookout Mountain, Tenn.
2756 Minute Men of Massachusetts
78 Washington's Mount Vernon
1814 Ruins of Pompeii, Italy
198 Annapolis Naval Academy

FOREIGN TRAVEL. Colorful travel reels of foreign countries.
585 Bermuda, Island of
670 Brazil, Rio de Janeiro I
311 Canada, Vancouver, B.C.
813 Canada, Victoria and Vicinity
3303 Egypt, Pyramids and Sphinx
1001 England, London I
1013 England, Windsor Castle
1401 France, Paris I
1416 France, Palace of Versailles
4900 India, Taj Mahal and Red Fort
331 Ireland, Killarney
1302 Ireland, Tipperary
4006 Israel, Bethlehem Today
4001 Israel, Gethsemane to Calvary
4000 Israel, Jerusalem the Holy City
1808 Italy, Florence
1801 Italy, Rome I
1808 Italy, Venice
301 Mexico City, I
5000 Philippine Islands, Manila
3100 South Africa, Victoria Falls
2201 Switzerland, The Matterhorn
2017 Switzerland, St. Moritz
4055 Translation, Scenes of
2723 Vatican Museums and Galleries
2721 Vatican State, St. Peter's

NATIONAL PARKS AND MONUMENTS
318 Banff N.P.—Banff, Alberta
319 Banff N.P.—Lake Louise
203 Black Hills of South Dakota
18 Bryce Canyon N.P. I, Utah
17 Bryce Canyon N.P. II, Utah
251 Carlsbad Caverns N.P. I, N.M.
252 Carlsbad Caverns N.P. II, N.M.
253 Carlsbad Caverns N.P. III
21 Crater Lake Nat'l Park I, Ore.
22 Crater Lake Nat'l Park II, Ore.
224 Cave of the Winds, Colorado
184 Dells of the Wisconsin River
249 Denver and Denver Mountain Parks, Colorado
51 Garden of the Gods, Colorado
48 Glacier Nat'l Park I, Montana
26 Grand Canyon National Park —South Rim I, Arizona
27 Grand Canyon So. Rim II
30 Grand Canyon National Park —Bright Angel Trail, Arizona
31 Grand Canyon Kaibeb Trail
32 Grand Canyon Haven.
36 Grand Canyon North Rim
41 Grand Teton N.P. I, Wyoming
330 Great Smoky Mountains Nat'l Park, Tenn. and N.C.
337 Great Smoky Mt. N.P. II, Tenn.
293 Hot Springs Nat'l Park, Ark.
316 Jasper N.P. I, Alberta Canada
317 Jasper N.P. II, Alberta
183 Lake Tahoe, California
359 Mammoth Cave N.P. I, Ky.
174 Monument Valley, Ariz. Utah
213 Mount Hood, Oregon
81 Niagara Falls, New York
82 Niagara Falls in Winter N. Y.
373 Niagara Falls, Ontario
377 Painted Desert, Arizona
176 Petrified Forest Nat'l Park
245 Pike's Peak, Colorado
315 Rainier N.P.—Mt. Rainier Area
316 Rainier N.P.—Sunrise Side
[illegible] Redwood Highway I
172 Redwood Highway II
101 Rocky Mountain Nat'l Park—Trail Ridge Road, Colorado
238 Royal Gorge, Colorado
115 Sequoia National Park I, Calif.
206 Sun Valley Idaho—Winter
[illegible] Yosemite Park, Calif.
132 Yosemite Nat'l Park II, Calif.
138 Yellowstone National Park, Grand Canyon Area, Wyo.
127 Yellowstone—Mammoth Area
148 Yellowstone Old Faithful
129 Yellowstone Lower Basin

AMERICA. Three Dimensional Kodachrome photos of our beauty spots.
219 California, Hollywood
220 California, Hollywood—Homes of Movie Stars
221 California, Los Angeles
188 California, Palm Springs
185 California, San Diego
201 California Catalina Island
68 Colorado, Park of Red Rocks
271 Connecticut, New Haven
184 Florida, Cypress Gardens
165 Florida, Miami
168 Florida, Miami Beach
188 Florida, Marineland
162 Florida, Highway U. S. 1, Daytona to Key West
180 Florida, St. Augustine
161 Florida, Silver Springs
333 Illinois, Chicago
331 Louisiana, New Orleans
332 New Orleans' Mardi Gras
273 Maine Seacoast
278 Massachusetts Boston
276 Massachusetts, Cape Cod
205 Minnesota Duluth No. Shore
277 New England Autumn Foliage
560 New Hampshire's Mountains
154 New Jersey Atlantic City
158 New York City I
157 New York City II
58 New York City, Rockefeller Center, Empire State Building
220 Oregon, Columbia River Hwy
98 Oregon's Scenic Coast
250 Pennsylvania, Philadelphia
328 Texas, San Antonio
121 Utah, Salt Lake City
122 Utah Mormon Temple, Tabernacle and Grounds Salt Lake
135 Washington, D.C.—Cherry Blossoms
37 Washington D.C. Scenes
308 Alaska, Juneau
304 Alaska, Juneau and Mendenhall Glacier
307 Alaska, Ketchikan Victinity
306 Alaska, Mt. McKinley Nat'l Pk.
309 Alaska Sitka
63 Hawaii, Honolulu
64 Hawaii, Island of Oahu
66 Hawaii, Island of Hawaii
7 Hawaii, Hawaii Volcano Park
73 Hawaii, Waikiki, Island of Oahu
288 Desert Cactus in Bloom, Calif.
291 California Wild Flowers
69 Tropical Flowers of Hawaii I
69 Tropical Flowers of Hawaii II

166 WARDS ALL

VIEW MASTER ACCESSORIES

VIEW-MASTER LIBRARY BOX. Smartly styled maroon and ivory colored plastic box. Holds View-Master Stereoscope and up to 150 reels. protects them from dust accumulation, keeps them in regular order.
67 WN 3334 -Box only. *Postpaid*. 1.85

VIEW-MASTER JUNIOR PROJECTOR. A low-priced, sturdily built metal and plastic projector for showing View Master Reels only. Although it shows no three-dimensional effect, it throws a brilliant image Show the children a reel or two on the bedroom wall at bedtime—make it fun time for everyone. With color corrected f/3.0 lens and automatic film advance.
67 WN 3333 -*Mailed Postpaid*. 9.95

Order Projection Screens from Page 222.

NOTICE. A complete list of View-Master Three dimensional kodachrome reels is included with every View-Master Stereoscope. If you do not have the latest View-Master reel list, Write to Wards.

TAKE AND SHOW MOVING PICTURES ON CHRISTMAS DAY

C 8MM MOVIE OUTFIT. So complete you can take a moving picture record of your family's Christmas fun and have your own private showing of a professional movie—all on Christmas Day. You need nothing else. If bought piece by piece, the outfit—camera, film, projector, screen, and exhibition film—would cost $110.87. But you pay only $99.95

The camera is the Keystone K-30 Automatic 8mm model, which takes fine pictures in both black and white and color. It has a fast coated f/3.5 lens, and it's easy to use because it requires no focusing. Three shutter speeds let you take fast, normal, and slow motion pictures for variety.

The projector is an easy-to-operate motor-driven Keystone R-37 with simple threading and rapid rewinding. The screen is the 18 by 24-inch table model (67 T 1052) shown on Page 222. The outfit is complete with a 25-foot roll of Kodak Plus-X film (Makes 50 feet of black and white movies), a Hopalong Cassidy movie, and take-up reel. For Terms see Page 175.

67 T 785 Y—Ship. wt. 17½ lbs. Only $10 Down, or Cash. 99.95

67 WN 1800—Kodak Plus-X 8mm Film (50 ft.). *Postpaid*. 2.85

67 WN 1810—Kodachrome 8mm film (50 ft.). *Postpaid*. 3.75

B
A
C

MAKIT WITH MAKIT

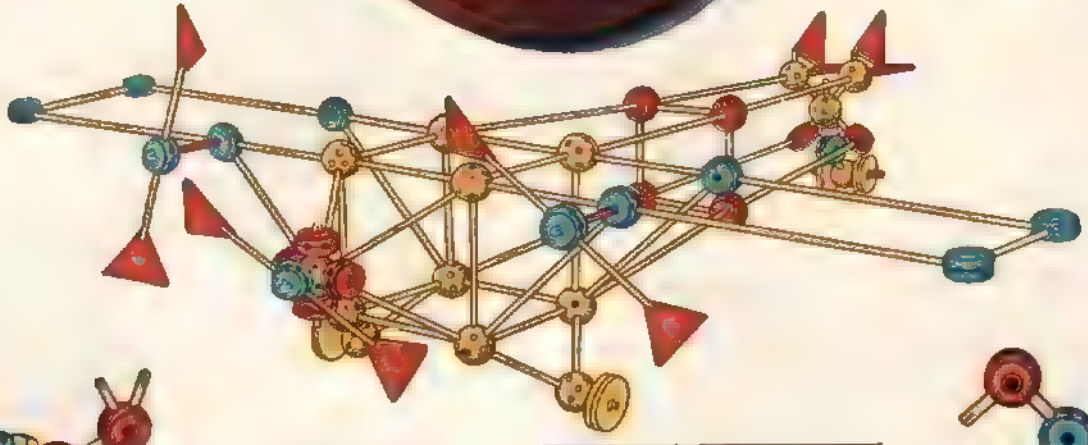
ENLARGED AND IMPROVED

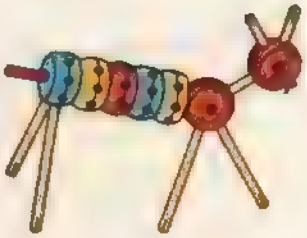
INVITES COMPARISON

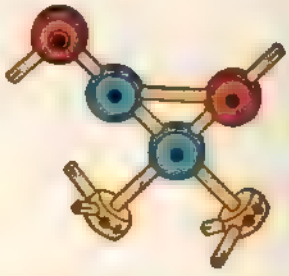
PRIMARY	SUPER	JUMBO
93 PIECES	183 PIECES	292 PIECES

EYE APPEAL
SALES APPEAL

YEAR 'ROUND BEST SELLER







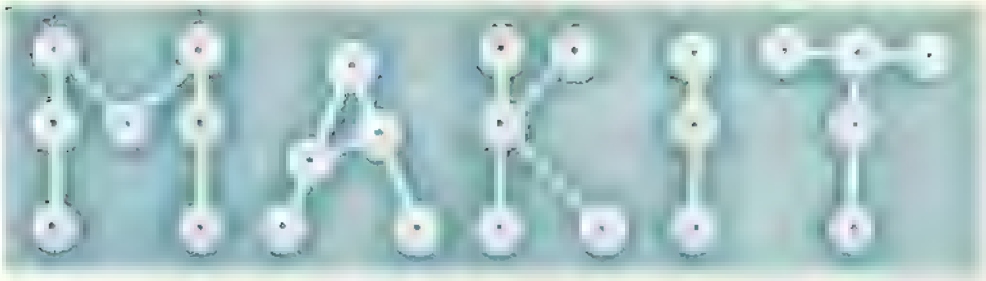
W. R. BENJAMIN CO.
Makers of MAKIT TOY
GRANITE CITY, ILLINOIS

REPRESENTED BY
COLEMAN & MORRIS
ROOM 516
200 FIFTH AVE. N. Y. C.

PATENTED

COPYRIGHTED

MAKIT WITH MAKIT



THE COLORFUL CONSTRUCTION TOY

ENLARGED AND IMPROVED

RODS ARE REALLY ROUND
COLORS ARE CERTIFIED NON-POISONOUS
FAN BLADES ARE DIE CUT

ATTRACTIVE...EDUCATIONAL...FASCINATING

PRIMARY MAKIT — 93 PIECES

Seven pieces are added including a ball. Builds Airplanes, Wagons, Wind Mills, Toy Animals, and hundreds of other simple constructions.

WEIGHT 12 LBS. DOZEN. ONE OR TWO DOZEN TO CARTON.

SUGGESTED RETAIL — $0.69

SUPER MAKIT — 183 PIECES

Eight pieces more than 1940-49 models. Has four balls, has longer rods and more parts than primary Makit. Larger more complex constructions are possible.

WEIGHT 21 LBS. DOZEN. ONE DOZEN TO CARTON.

SUGGESTED RETAIL — $1.35

JUMBO MAKIT — 292 PIECES

Seventeen pieces have been added. Most versatile construction toy on the market. Makes complicated mechanisms and elaborate architectural structures.

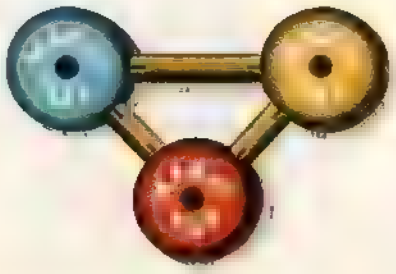
WEIGHT 36 LBS. DOZEN. HALF DOZEN TO CARTON.

SUGGESTED RETAIL — $2.59

REPRESENTED BY
COLEMAN and MORRIS
ROOM 516
200 FIFTH AVE. N.Y.C.

W. R. BENJAMIN CO.

Makers of MAKIT TOY
GRANITE CITY, ILLINOIS



It looks real...it feels real...it smokes like a real gun... and now it shoots caps, too!

Designed by the makers of the popular "45 Smoker"—this pistol not only ejects a puff of harmless smoke every time the trigger is pulled...it uses a standard roll of caps, too! The kids in your town will insist on the Frontier Smoker. Also available without cap action

PRODUCT ENGINEERING COMPANY

4707 S. E. 17th Ave. Portland 2, Oregon

National Sales Manager

A. F. FRENCH — 134 West 44th Street — Minneapolis, Minn.

Representatives

RICHARD B. GAROUTTE
1503 West Franklin Ave
Minneapolis, Minn.

•

ROY J. KERSEY
Old Lancaster Road
Devon, Pa

•

MILLER AND STOWERS
[illegible] S. Wabash Street
Chicago, Illinois

•

ATLANTA TOY MART, INC.
[illegible] Tenth St. N. W.
Atlanta, Ga

FRED A. WIEBE CO
710 N. 12th St
St. Louis, Mo.

•

BEN G. THIGPEN
1820 Stovall
Dallas, Texas

•

BAXTER SALES CO
4259 Babcock Avenue
North Hollywood, Calif.

•

NORTH COAST SALES CO.
7217 N. E. Prescott
Portland, Oregon

See the
FRONTIER SMOKER
at the
TOY FAIR
Room 1028
Hotel New Yorker

Warehouses Located at Key Distribution Points for Fast Service

An extra feature on the FRONTIER SMOKER cap pistol...

IT SMOKES LIKE A REAL GUN!

FRONTIER SMOKER looks real . . . feels real . . . has a realistic action!
It not only looks and feels real...every time the trigger is pulled it ejects a puff of smoke, just like a real gun. And it uses a standard 50 shot roll of caps, too!

APPEARANCE
- Bright plated finish with realistic inserted grip
- Extremely attractive display box printed in four colors

DURABILITY
- Made of rugged Zamak.
- Gun and insert handles practically unbreakable
- Provision for oiling

ACTION
- It smokes—smoke for 5,000 shots furnished
- It shoots a standard 50 shot roll of caps
- Exclusive loading mechanism
- Sure fire action.
- Stainless steel springs

REPEAT BUSINESS
- Sell extra smoke refills. Bullet like plastic smoke-powder refill containers look like real shells. They make easy repeat business

Manufactured by

PRODUCT ENGINEERING COMPANY

4707 S. E. 17th AVENUE **PORTLAND 2, OREGON**

Here's Why HALSAM Toys Sell So Well!

American plastic bricks are typical of Halsam's quality . . . sturdy, durable, washable, with smooth edges, realistic appearance.

Exclusive *interlocking* edges permit sound construction of many types of buildings, bridges, towers, railroad trestles, stations. May be moved as a whole unit with little trouble; or rebuilt over and over again into different structures if desired.

Molded of the finest modern plastics, unaffected by weather, room temperature or moisture . . . with brilliant brick colors, completely harmless to the child.

HALSAM

CREATORS of Embossed ALPHABET, HI-LO, and PICTURE SAFETY BLOCKS • ROLLER CART with BLOCKS • HARDWOOD BRICKS • AMERICAN LOGS • PYLOK PLASTIC BLOCKS • PLASTIC and HARDWOOD CHECKERS and DOMINOES

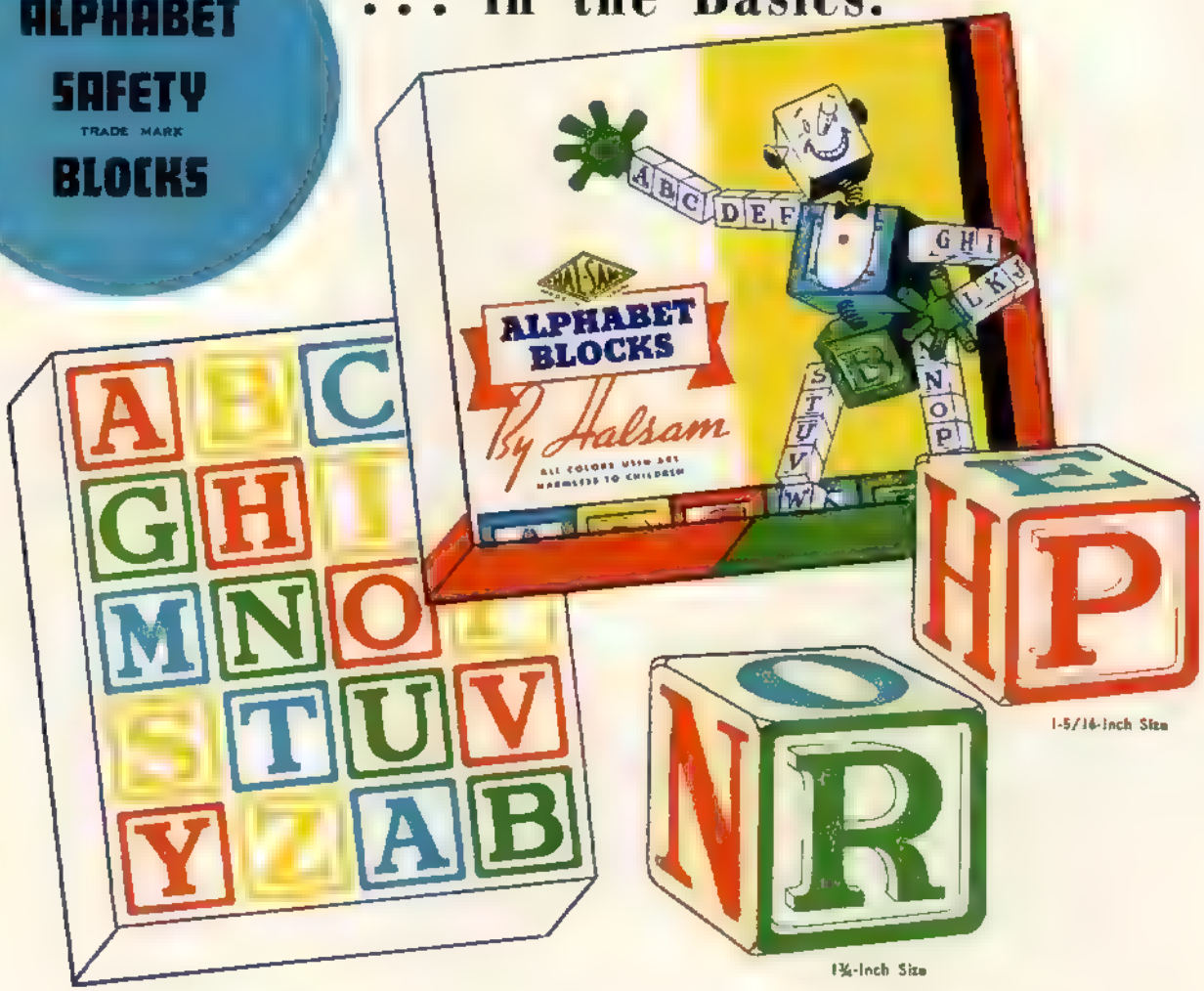
HALSAM
PRODUCTS COMPANY
AND ELGO PLASTICS, INC

General Offices 4114-4124 Ravenswood Ave., Chicago 13, Ill. • Sales Office and Display Fifth Ave. Bldg., 200 Fifth Ave., New York 10, N. Y.

HIGH-PROFIT...

... in the Basics!

ALPHABET SAFETY TRADE MARK **BLOCKS**



... HIGH-VOLUME in HALSAM Toys!

Why does Halsam stress the fact that all its products fit one category—"Basic Tools for Play?" Like all Halsam products, Alphabet Safety Blocks have three great advantages in this highly competitive toy business:

1. *The child wants it*, although he knows not why. Halsam toys fulfill the basic desire to build, to create.

2. *The parent, who buys it, wants it* . . . because the toy provides a natural, desirable outlet for children's mental and physical energy.

3. *You, the seller, want it* . . . because being a basic, staple toy the Halsam product maintains high volume sales year after year—all with the attractive profit structures which have made Halsam famous.

Our very success for over 30 years is PROOF TO YOU that it is wise to "buy the basics . . . from Halsam!"

HALSAM

CREATORS of Embossed HI-LO and PICTURE SAFETY BLOCKS • ROLLER CART with BLOCKS • PLASTIC and HARDWOOD BRICKS • AMERICAN LOGS • PYLOK PLASTIC BLOCKS • PLASTIC and HARDWOOD CHECKERS and DOMINOES.

General Offices: 4114-4124 RAVENSWOOD AVENUE
CHICAGO 13, ILLINOIS
Sales Office and Display: Fifth Avenue Building
200 FIFTH AVENUE, NEW YORK 10, NEW YORK

HALSAM
PRODUCTS COMPANY
AND ELGO PLASTICS, INC

Hankscraft

automatic electric
EGG COOKERS
and VAPORIZERS

MINIMUM ORDER — 3 PIECES
ASSORTED IF DESIRED

G

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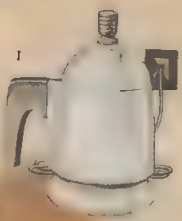

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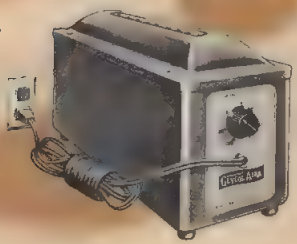

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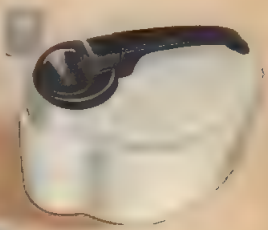

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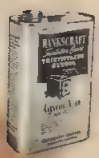


N

(G) 4791ET582 EGG SERVICE — This colorful ensemble brings new charm to the American breakfast table; includes egg cooker described in (H) in gleaming red porcelain with chrome dome; 4 double egg cups in red, yellow, blue and green; glass poaching dish and chrome tray
Suggested Retail Price $8.95

(H) 4194ET397 EGG COOKER — Delicious eggs poached, boiled, scrambled or shirred — are easy to prepare right at the table. Eggs are steam cooked evenly throughout and current shuts off automatically when they are done just right.
Suggested Retail Price $5.95

(I) 4876ET257 VAPORIZER — Quickly produces flow of medicated steam for relief of colds, croup and bronchial illness. The steam cloud can be directed as desired. Shuts off automatically when water is gone.
Suggested Retail Price $3.95

(K) 4790ET847 VAPOR-MASTER — Speeds cold relief with steady flow of soothing steam. Operates for 8 hours without refilling, and shuts off automatically when water is gone. Also serves as room humidifier.
Suggested Retail Price $9.95

(L) 4945ET847 GLYCOLAIRE — Sensational new Triethylene Glycol Vaporizer that helps stop spread of colds by killing many types of airborne bacteria. Dependable, easy to use in home or office.
Suggested Retail Price $9.95

(M) 4946ET132 SANITATION GRADE TRIETHYLENE GLYCOL — for use in Hankscraft GlycolAire. One (1) quart sufficient for one month's supply.
Suggested Retail Price $1.95

(N) 4947ET972 FROST-A-TROL — This automatic defroster and kitchen clock eliminates ice without bothersome defrosting; insures better refrigeration and saves time, food, trouble and electricity. Easily plugged in on any electric refrigerator.
Suggested Retail Price $15.90

SEE PAGE 419 FOR TRADE INFORMATION

Hankscraft

automatic electric
BABY APPLIANCES

MINIMUM ORDER — 3 PIECES ASSORTED IF DESIRED

(A) 4939ET192 BOTTLE WARMER — A beautifully designed bottle warmer of maximum utility and efficiency; heats bottle quickly to correct temperature shuts off automatically. Finished in pink or blue porcelain.
Suggested Retail Price $2.95

(B) 4940ET257 NITE-LITE BOTTLE WARMER — Heats milk to correct temperature, then shuts off automatically. Illuminated base makes night feeding easy. Nite-Lite remains on until cord is detached. Ideal for nursery or bedroom. Complete with cord, beautifully gift packaged.
Suggested Retail Price $3.95

(C) 4941ET325 BOTTLE WARMER — A ruggedly constructed automatic electric bottle warmer that starts quickly and holds milk to correct temperature for 20 minutes. Complete with cord, attractively packaged.
Suggested Retail Price $5.00

(D) 4942ET390 BOTTLE WARMER SET — This deluxe gift set includes the bottle warmer described in (C) above, attractively packaged with vaporizer and porringer attachments. Finished in pink or blue with matching carton.
Suggested Retail Price $6.00

(E) 4195ET452 BOTTLE STERILIZER — Sterilizes 6 bottles and nipples in live steam — the method recommended by doctors. Starts quickly, shuts off automatically. Complete with cord, nipple jar and bottle tray.
Suggested Retail Price $6.95

(F) 4943ET452 BOTTLE STERILIZER — Non-electric sterilizer and formula set includes 8-bottle sterilizer, 4 measuring spoons, glass graduate, funnel with strainer, stainless steel tongs, nylon bottle brush and glass nipple jar.
Suggested Retail Price $6.95

4944ET354 BOTTLE STERILIZER — Includes non-electric sterilizer, bottle rack and nipple jar.
Suggested Retail Price $5.45

SEE PAGE 419 FOR TRADE INFORMATION

New York **BENNETT BROTHERS, Inc.** Chicago

CHILDREN LOVE IT

HERSHEY BAR BANK

The New Toy Sensation

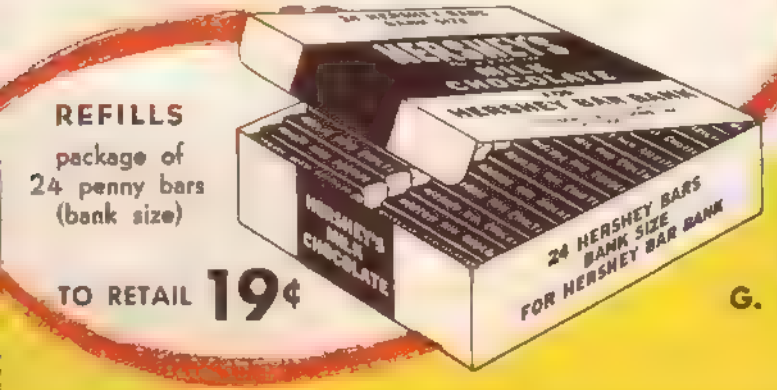
SIMPLE TO OPERATE

PUT IN PENNY PRESS THE BUTTON

OUT POPS CHOCOLATE

REAL VENDING MACHINE TO ENCOURAGE CHILDREN TO SAVE—
FASCINATING AND USEFUL TOY FOR EVERY GIRL AND BOY

In red durable plastic complete with Key and **24 BANK SIZE HERSHEY'S** milk chocolate Bars



REFILLS
package of 24 penny bars (bank size)

TO RETAIL **19¢**

TO RETAIL **$1.95**
FAIR TRADED

HERSHEY BAR BANKS available direct through representatives (see reverse side) or your local jobber.

G. FELSENTHAL & SONS, INC.
4100 W. Grand Ave.
Chicago 51, Ill.

SEE OTHER SIDE FOR DETAILS

VISIT FELSENTHAL

See the Famous HERSHEY BAR BANK and First Showing of Other Thrilling New Plastic Toys

TOY FAIR DISPLAY

Room 603 Hotel New Yorker

Sell More... With This Compelling Hershey Bar Bank Counter Display

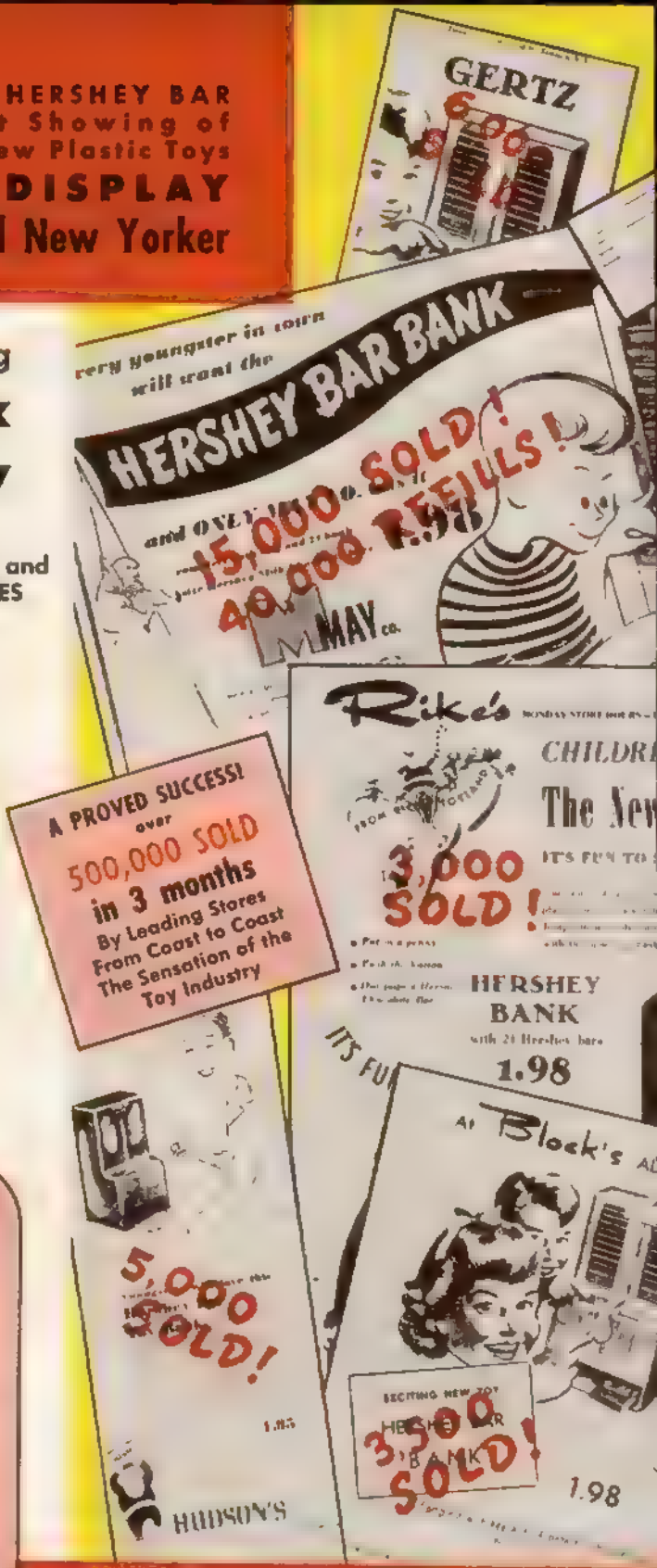
FREE ON REQUEST

Children love it!

HERSHEY BAR BANK

A REAL VENDING MACHINE TO ENCOURAGE CHILDREN TO SAVE

FREE AD MATS and GLOSSIES



HERSHEY BAR BANK

Is a real vending machine that dispenses penny (subway size) Hershey's Milk Chocolate Bars. Cleverly designed of molded plastic and metal—construction is sturdy and foolproof. Simple to operate, easily refilled. Bank unlocks with key for refilling or removing pennies saved. The HERSHEY BAR BANK is a fascinating and practical toy, a value toy. Order now for prompt delivery.

FM-6 HERSHEY BAR BANK

Individually packed in colorful display carton including 24 Hershey's Milk Chocolate Bars, to retail at $1.95. Packed 3 dozen to the shipping carton. (weight 39 lbs.)

REFILLS FOR THE HERSHEY BAR BANK

Mean extra sales, extra profit. Refill package contains 24 Hershey's Milk Chocolate Bars. Bank size. Available for sale with the HERSHEY BAR BANK. Suggested retail price 19¢. Packed 200 packages of 24 bars to the shipping carton. (Weight 56 lbs. Refills are carried in fourteen conveniently located warehouses throughout the country. Deliveries made from the warehouse nearest you.

REPRESENTED IN YOUR VICINITY BY

Northeastern States
D. K. Quinn
20[illegible] Avenue
New York City, N. Y.

Southeastern States
W. A. Fr[illegible]ough
Ba[illegible]ette St. N.W.
Atlanta, Ga.

Southwestern States
A. M. [illegible]
4423 A. Roosevelt
Houston 4, Texas

Mountain States
W. F. Be[illegible]rom Sales Co.
1030 E. [illegible] St.
Ge[illegible]
[illegible]
Salt Lake City, Utah

Pacific States
[illegible]

Hawaii
B. F. Schoen Ltd.
P. O. Box 2464
Honolulu, T. H.

City of Chicago
[illegible]
Chicago 51, Ill.

Ohio & Kentucky
W. H. Mahaffey & Son
1725 Marquette Ave.
Cincinnati 30, Ohio

Missouri, Iowa, Kansas, Nebraska, North & South Dakota
Albert C. Bissell
333 W. Madison St.
Chicago 6, Ill.

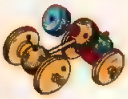
Michigan, Indiana, Minnesota, Wisconsin, Illinois (excluding Chicago)
Rae Ron Sales Co.
35 E. Wacker Dr.
Chicago, Ill.

MAKIT WITH MAKIT

ENLARGED AND IMPROVED

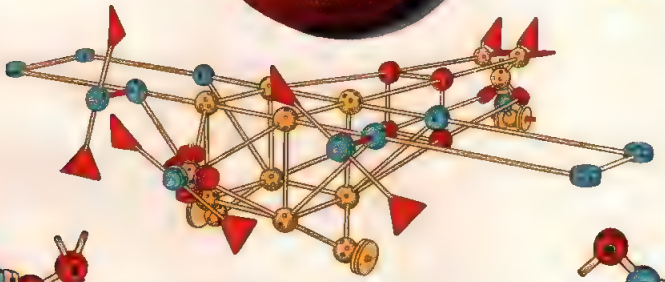
INVITES COMPARISON

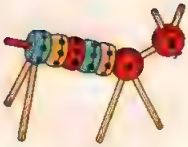
PRIMARY	SUPER	JUMBO
93 PIECES	183 PIECES	292 PIECES

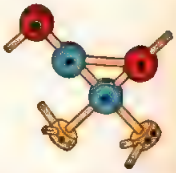


EYE APPEAL
SALES APPEAL

YEAR 'ROUND
BEST
SELLER







W. R. BENJAMIN CO.
Makers of MAKIT TOY
GRANITE CITY, ILLINOIS

REPRESENTED BY
COLEMAN & MORRIS
ROOM 516
200 FIFTH AVE. N. Y. C.

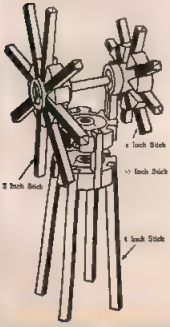
PATENTED

COPYRIGHTED

MAKIT WITH MAKIT

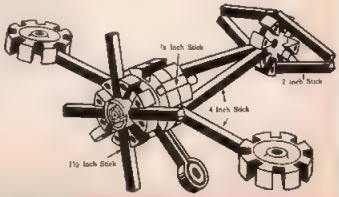
"More Parts Per $ Than Any Plastic Construction Set" says John Shrewdy.

John Shrewdy, toy buyer at Goliath Stores, tests out products in his own home. (That's his family pictured above.) Like many other toy buyers, he likes to see how the kiddies react to toys in his home. *Here is what John told us about Master Builder sets:*



1. You have a really safe construction set here. No nuts, bolts, or splinters.
2. Our own laboratory tests here at Goliath back up your statements that the set is color fast, non-toxic, and non-inflammable.
3. By keeping our Master Builder display moving throughout the entire year, we enjoy good turnover on your product twelve monthse of the year.
4. Master Builder has brilliant colors, which most sets lack, and my own kiddies play *quietly* with their set. Naturally, I like to see them using an educational toy as long as it is also perfectly safe
5. Your visible package, which shows all the colored Master Builder parts, helps sell the package-especially when we tell the customer that they get more parts per dollar in a Master Builder set than in any comparable toy.
6. Your Fair Trade price is our protection against loss.

Thank you, John Shrewdy. And we want to remind you that our sets are now packaged in a heavier acetate—new simplified instructions are in each container—and sets have been repackaged in more popular price brackets



For 1950-Mattel has the Secret

JACK-IN-THE-MUSIC-BOX

A new "surprise" version of an old favorite toy. The Music plays "Pop Goes the Weasel" POP goes the Top—UP jumps "Mr. Jolly Tune," the clown, with ruffled, polka dot suit and perky hat with feather, and UP go your sales on Mattel Music Maker Toys!

Patent Pending

Sturdily constructed, with brilliantly colored lithographed decor designed with rare imagination by Bob Routledge. Metal reinforced box, housing Mattel's patented Music Box. Priced for volume sales. No. 438.

Suggested Retail

$1.98

Packed 2 doz. to carton. Shipping wt. approx. 31 lbs. 5⅜" x 5⅜" x 6¼

Patent Pending

Packed 2 doz. to carton. Shipping wt. approx. 18 lbs. 6" high.

TIPPY CLOWN

"Mr. Jolly Tune"

Suggested Retail

98c

Push me down and I'll bounce right back up again. Turn the crank and I'll play you a jolly tune. That's why I'm known as "Mr. Jolly Tune." I've a fat, funny face and I'm so simple to play. A wonderful toy for the younger music lovers. No. 426.

Rm. 610 & 614 Hotel McAlpin

Mattel Creations

8436 WARNER DRIVE • CULVER CITY, CALIFORNIA

Yep! Mattel sure has the Secret, Podner!

The Western Craze—It Pays—3 Ways with MATTEL WESTERN TOYS

Patent Pending

Suggested Retail
$1.98

Packed 2 doz. to carton. Shipping wt. approx. 26 lbs. 8½ high.

DANCING DUDE Music Box

Meet the brightly dressed-up Dude in Frontier hat and gun and cowboy duds. He jig-dances to Western tunes on a 4-color lithographed stage. A Mattel Music Maker Toy with a new cowpoke personality. No. 428

Patent Pe

Suggested Retail.. **$2.98**

COWBOY GE-TAR

Another Mattel Western Toy in brilliant prairie tones that plays real cowboy music. A fast-selling Music Maker Toy that rounds up speedy, steady sales. No 421

Suggested Retail
$1.39

Patent Pending

Packed 2 doz. to carton. Shipping wt. approx 18 lbs

Swing Your Partner! SQUARE DANCING TWINS

Dokie and Dokes, in crinolin and denims, whirl and step to familiar barn dance music. You call 'em—they dance 'em! Full-color lithographed metal base. Cash in on the nation wide barn dance craze. No. 431.

Packed 1 doz. to carton. Shipping wt approx. 17 lbs. 9" high.

Representatives:

Jalol & Lewis	1110 Wilshire Blvd., Los Angeles 14, Calif.
Toy Market	1424 Merchandise Mart, Chicago 54 Illinois
A. J. Frank	200 Fifth Avenue, New York 10, New York
Russell D. Jesse Co.	644 Blvd., N. E., Atlanta 5, Georgia

Mattel Creations

8436 WARNER DRIVE/ • CULVER CITY, CALIFORNIA

Rm. 610 & 614 Hotel McAlpin

NOW! **13** INCHES OF THE **BEST DRESSED DOLL** IN AMERICA TO RETAIL AT **2.98**

. Reina's bevy of best dressed dolls in America now 13" tall, boast movab e heads, arms legs Genu ne mohair wigs hand painted faces Washable, unbreakab e, plastic bodies. Individually gift-window boxed. To retail at 2.98

REINA DOLL CORP.
New York 10, New York

Represented by
DAVID H. FABER
200 Fifth Avenue, New York 10, N. Y.
• ORegon 5 4238 Room 532

MEET
"LINGERIE LOU"
...OUR
CUTE LITTLE
SEW 'N' SEW!
"Lingerie Lou" our panty and bra glamour gal clicks with the "dress-maker" in every little girl. Genuine mohair wig, blonde, brunette, redhead and black. Removable plastic panties and bra, pink, blue, white and black. Packaged for point-of-sale pickup in acetate window gift box, goily decorated with dressmaking suggestions
7½" tall, to retail 49c
ALSO AVAILABLE
UNDRESSED
TO MANUFACTURERS
With or without
panties and bra.
Three different
style heads
DOLL BODIES, INC.
14 West 23rd St., New York 10, N. Y.
Represented by
DAVID H. FABER
200 Fifth Avenue, New York 10, N. Y.
• ORegon 5-4238
Room 532

Tom Thumb

Toy TYPEWRITER

LATEST SENSATION IN EDUCATIONAL TOYS

No. 449

LETTERS ARRANGED SAME AS STANDARD KEYBOARD . . .
INDIVIDUAL KEY OPERATION . . .
SHIFT KEYS . . .
BALL BEARING CARRIAGE . . .
STANDARD ½" RIBBON . . .
RED WRINKLE FINISH . . .
BLACK WRINKLE TRIM . . .

Weight 9 lbs.

Add-Em

TOY ADDING MACHINE

A real adding machine for youngsters and grown-ups alike. It is practical and mechanically perfect. Adds up to 999. Has three columns of visible keyboard with easy touch control. Heavy gauge steel construction. Made to last a life-time. Finished attractively in baked-on enamel

No. 249

Size: 8⅜" deep
5¾" wide
3" high

Packed in individual cartons. One dozen to master corrugated shipping container. Weight 25 lbs F. O. B. Jackson, Michigan.

WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

The Original Tom Thumb Cash Register

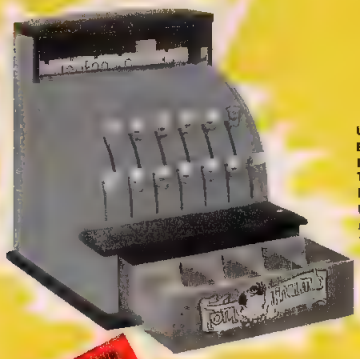
GREATEST VALUE IN TOYS

DE LUXE
CASH REGISTER

- Chrome Plated
- Highly Polished
- Mirror Finish
- Smart Black
- Wrinkle Trim

No. 248

Patent Nos.
2458850, 2458863



More Than a Toy . . .
A Real Cash Register

Over 1,000,000 In Joyful Use

OUTSTANDING FEATURES

Unbreakable Plastic Window . . .
Electrically Welded Joints . . .
Expertly built to last a lifetime by Technicians with Years of Production Experience
No Sharp Edges . . .
Protective Rubber Feet . . .
Metal Play Money . . .
Takes lowest freight rate due to heavy gauge steel construction

Size: 7¼ inches deep
6½ " wide
7¼ " high

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 46 lbs.
F.O.B Jackson, Michigan

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

TOY FAIR • ROOMS 831-833 • HOTEL McALPIN

THE EXCITING NEW

Candy SODA FOUNTAIN

PATENTS PENDING

ACTUAL SIZE

THE ORIGINAL TOY CREATION THAT HAS EVERYTHING!

JUST TURN HANDLES—
CUPS FILL WITH CANDY "BUBBLES"—LOOKS LIKE A REAL ICE CREAM SODA

COLOR and EYE APPEAL

Brilliant combinations of red, yellow and blue—contrasting with the orange, green and mixed colors of the candy. *Children* can't resist the bright, clean colors. *Parents* admire the clever design and beautiful workmanship; makes them wish they were kids again, makes them *buy* for their own kids.

ACTION and PLAY APPEAL

Different from any other toy. A soda fountain that dispenses candy "sodas" the kids can really eat! THREE handles to turn -THREE cups to fill -THREE flavors to serve—bubbles that dance mysteriously in the fountain. Operates simply and surely. Nothing to get out of order. *And it can be refilled over and over!*

IRRESISTIBLE SALES APPEAL

Sells immediately on impulse because it is so unique. A soda fountain is every child's idea of heaven. Here for the first time is a *toy soda fountain for every child.* Watch the enthusiastic reactions of everyone who sees it for the first time. *Men* say "That's really clever"... *women* say "Isn't it darling" . . . *children* say "Ooh, that's wonderful"... they *all* say "I want one!"

Copyright 1950
PAR BEV CORP
Printed in U S A

PAR BEVERAGE CORPORATION

912 SYCAMORE STREET — CINCINNATI 2, OHIO

SEE OTHER SIDE

Color magic makes MULTIPLE SALES!

The bright clear colors are combined to produce *three* entirely different color combinations. Display all three like this on your counter and in your window and watch sales multiply. Parents will be tempted to buy all three—children will want the whole set because they are so beautiful together.

DURABLE VIRGIN PLASTIC

The finest for the purpose. Even the transparent soda tubes are made of shatterproof clear plastic no glass to break or cut little fingers.

BEAUTIFULLY PACKAGED

Every SODA FOUNTAIN is individually boxed in a lively carton, brilliantly printed in full natural colors in gloss inks with different display on front and back. Adds real value! Eye-catching, they promote many "pick-up" sales and make wrapping easy. Protects your stock and assures the customer that he is getting merchandise that hasn't been handled or tampered with. Every box clearly marked with the color of the Soda Fountain it contains; you don't have to open the box to see.

Boxes are printed in same colors as picture on other side of this page

Approx. 2/5 actual size

Packaged REFILLS FOR EXTRA SALES

Colorful refill packages, companions to the Soda Fountain carton. Each package contains four 4) sealed cellophane bags of assorted candy bubbles. Orange, Lime and Tutti-Frutti. Each bag will fill a soda tube. (Instructions for easy refilling in every box.) Packed 1 dozen to a counter display carton.

PACKING: Candy SODA FOUNTAIN in individual display boxes, packed 1 dozen or 4 dozen equally assorted colors to a shipping carton.

Weights: 1 doz. — 3 lbs. 7 oz.
4 doz. — 12 lbs. 12 oz.

REFILLS: 1 doz. packages to display carton.
Weight: 1 lb. 5 oz. per doz.

A WONDERFUL VALUE!

PRICED TO SELL FAST!

50¢ ... 49¢

PAR BEVERAGE CORP.
912 SYCAMORE STREET, CINCINNATI 2, OHIO

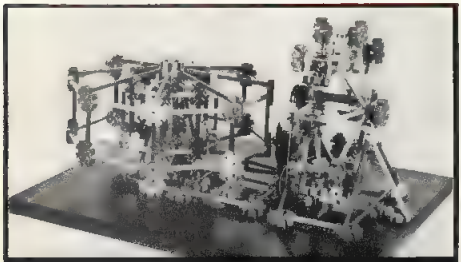
TOY FAIR • ROOMS 831-833 • HOTEL McALPIN

← SEE OTHER SIDE

THE ORIGINAL PLASTIC CONSTRUCTION SET

NOW! AVAILABLE

TESTS PROVE . . . that colorful moving displays pull in toy traffic . . . build volume . . . up profits the year round



Action Displays available with purchase.

If you already have a stock on hand but no moving display, we will send one on inquiry.

Master Builder now furnishes moving displays with every purchase to help you sell all toys as well as MASTER BUILDER SETS

Prove THIS SALES FACT . . FOR YOURSELF!

WRITE DIRECT FOR DETAILS
ON OUR COOPERATIVE PLAN FOR PROFIT-BUILDING RADIO, TELEVISION AND NEWSPAPER ADVERTISING.

1950 Flash!

1. HIGHER DISCOUNTS
Means more profits for you.

2. LOWER PRICES
Means higher volume of sales.

3. F.O.B. DESTINATION
Means still more profits to you.

4. WAREHOUSING
Now available in New York, Chicago, Santa Monica to insure prompt delivery on last minute orders.

5. HEAVIER ACETATE CONTAINERS
Insures trouble free merchandising.

6. KLIP-ON MOTOR
Developed for all moving displays. 1/100 H.P., 110 Volt - 50/60 cycle 150 R.P.M. in solid plastic case, with four-step pulley. No bolts needed.

No.	No. of Parts	Packaged	Dozen Approx. Ship Wt.	Fair Trade Retail
2	52	1 & 2 dz.	5½ lbs.	$1.49
4	82	1 & 2 dz.	9½ lbs	$2.95
6	149	½ & 1 dz.	18 lbs.	$4.95
8	275	½ & 1 dz	27 lbs.	$7.95
105	Elec. Motor	1 dz.	21½ lbs.	$5.95

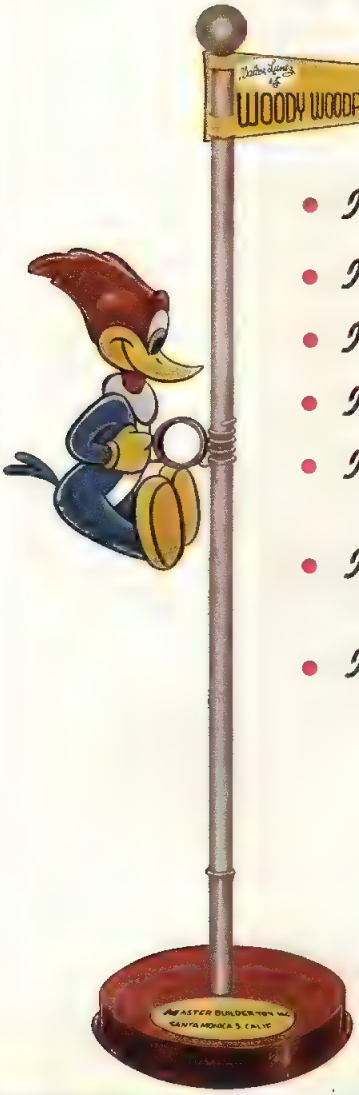
F. O. B. DESTINATION — Standard Discounts

MASTER BUILDER TOY, Inc.

1750 BERKELEY STREET SANTA MONICA 3, CALIFORNIA

"WANNA PECK OF PROFITS?"

© Walter Lantz



- *I'm* **New!**
- *I'm* AN ACTION TOY . . .
- *I* . . MAKE NOISE AS I DESCEND . . .
- *I'm* COLORED METAL . . .
- *I'm* PRICED TO FIT EVERYBODY'S POCKETBOOK . . . **98¢** Fair Traded
- *I'm* WOODY WOODPECKER-ON-A-POLE . . . (Famous Movie Character) LICENSED BY WALTER LANTZ
- *I'm* the HOTTEST ITEM of the year!

- Right in Character —
- A Natural Profitmaker!
- With National Acceptance Already Developed.
- Individually Boxed — Get your orders in early!

Packed 4 Dozen to Carton

Standard Discounts — F.O.B. Destination

ANOTHER PROFIT-BUILDER *by*

MASTER BUILDER TOY, Inc.

1750 BERKELEY STREET SANTA MONICA 3, CALIFORNIA

INTRODUCING THE CODY COLT AUTOMATIC PAPER BUSTER GUN

$1.00 LIST

Packed in 4-color holster package. Authentic western styling. Complete with one roll of ammunition. Completely safe. Makes a loud report — easy working trigger. Will stimulate repeat business.

FAMOUS BUCK ROGERS SONIC RAY

NOW AT **$1.50** LIST

Generates a powerful beam of light and high frequency buzz. Your customers see it, hear it, feel it. A self-seller the year 'round at a new down to earth price.

THE "15-PUZZLE"

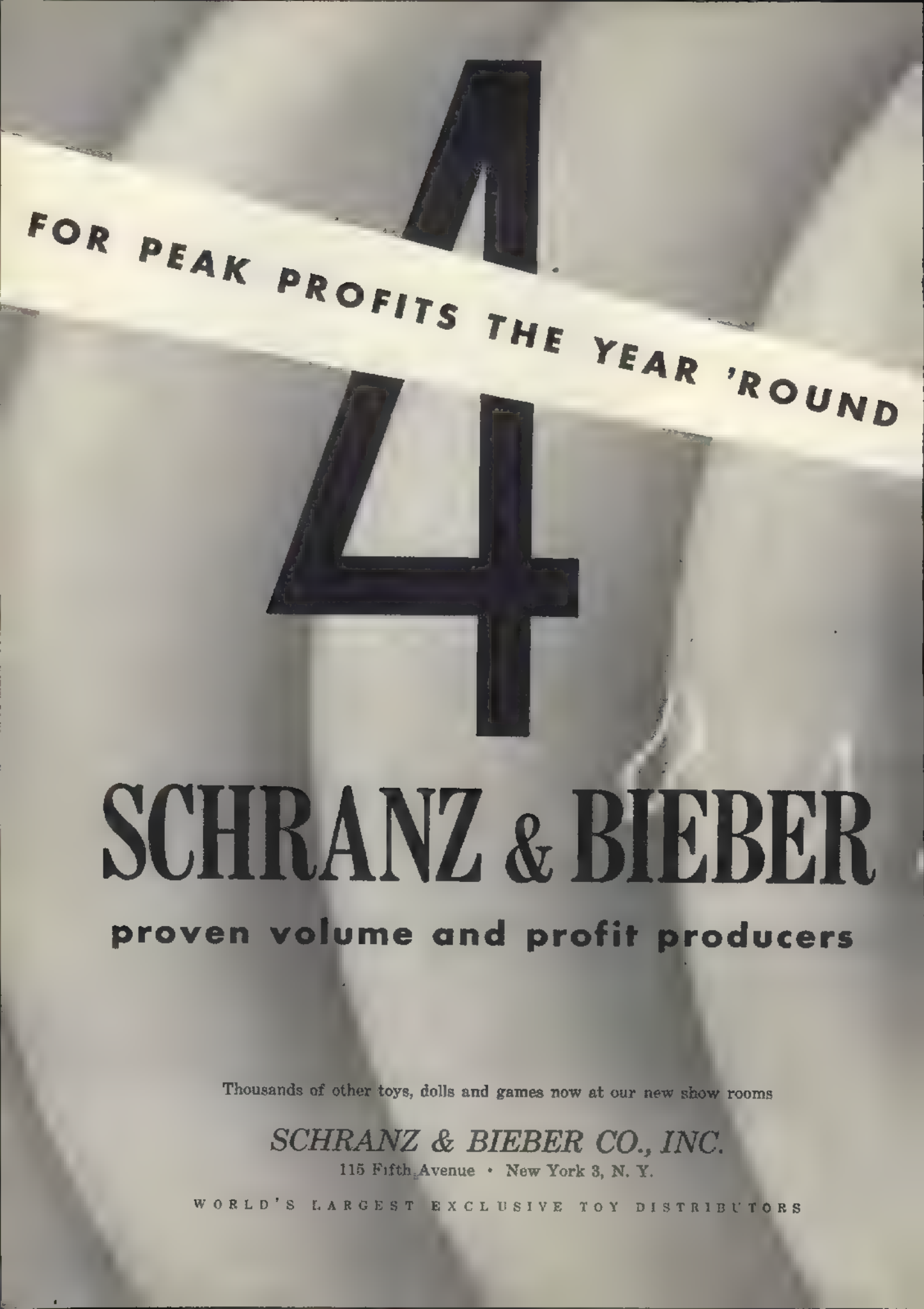
A major attraction! Playable singly or competitively. Fits your pocket. Also fits your customers' pocket books.

ONLY **$1.00** LIST

SMOKE RING GUN

$2.00 LIST

It's terrific! Shoots continuous non-volatile but visible dense clouds of big smoke rings. Comes complete with super-ammo safety smoke pellets and igniter strip. Absolutely safe, harmless, non-toxic! It's the sensation of 1950


4
FOR PEAK PROFITS THE YEAR 'ROUND
4
SCHRANZ & BIEBER
proven volume and profit producers
Thousands of other toys, dolls and games now at our new show rooms
SCHRANZ & BIEBER CO., INC.
115 Fifth Avenue • New York 3, N. Y.
WORLD'S LARGEST EXCLUSIVE TOY DISTRIBUTORS

A cordial invitation
is extended to you to visit our new
showrooms and to join us in celebrating
our 56th Anniversary.

SCHRANZ & BIEBER CO., INC.
115 Fifth Avenue, New York 3, N.Y.

***OPEN HOUSE** from: Mar. 6th to: Mar. 17th*

KitchenAid Household Food Mixers

Model 3-B Cap., 2 Qts.

Model K4-B Cap., 4 Qts.

Model K5-A Cap., 5 Qts.

Kitchenaid mixers in three sizes suited to needs of the culinary art ranging from simple to elaborate preparations of foods for large or small families.

With the acquisition of attachments can be used for meat chopping, vegetable slicing, pea shelling, juicing, can opening, polishing, etc.

The planetary action of these perfected mixers carries the whip around a stationary bowl while beater turns in opposite direction for complete blending coverage; manual bowl turning eliminated. Ten speeds are constantly governor controlled under full power. Mixers have direct thru steel-cut and bakelite gears.

Drive power is supplied for different accessories thru attachment hubs; no power adapter necessary. Mixers are constructed of zinc die castings; baked-on white enamel finish. Fitted with Universal motors; bearings self-lubricating.

Motors are for current not varying over ten per cent from name plate voltage shown.

Model A-9 Kitchenaid Coffee Mills

The Kitchenaid electric coffee mill is a modern adaptation of the old hand grinder; suited for household and commercial use where full coffee flavor is desired.

Standard Equipment: Mill furnished in white baked-on enamel and with graduated receiving glass ready to attach to electrical outlet.

Transparent container holds 1 ¼ lbs. coffee.

Regulator can be set for sixteen different grinds. Graduated receiving glass measures coffee as ground. Construction: Zinc die casting. Chrome alloy burrs. Motor, 1.6 amperes, Universal type for A.C. or D.C. Motor bearings, self lubricating. Height 13 in. Base diameter 5 in. Wt. 6 lbs. Shipping Wt. 8 lbs.

Model **A-9** Kitchenaid Electric Coffee Mills. Each **19.25**

Model 3-B Kitchenaid Mixers

Standard Equipment: One 3-qt. clear vision, heat-resisting glass bowl screwing rigidly into base on ¼ turn. An all purpose beater for mixing; a fruit juice extractor of glass and plastic material and motor, ⅛ H.P. Height 13¾ in. Base 7 ½x12 ⅜ in. Wt. 18 lbs. Shipping Wt. complete with juicer 24 lbs.

Model **3-B** Mixers.....Each **57.50**

Model K4-B Kitchenaid Mixers

Standard Equipment: One 4-qt. tinned steel mixing bowl. One combination flat beater—pastry knife. One wire loop whip, and ⅛ H.P. motor. Mixer height 14 in. Base 8x14 in. Wt. 24 lbs. Shipping Wt. 31 lbs.

Model **K4-B** Mixers.....Each **88 50**

Model K5-A Kitchenaid Mixers

Standard Equipment: One 5-qt. tinned steel mixing bowl. One wire loop whip; one combination flat beater—pastry knife. Motor ⅛ H.P. Mixer height 17 in. Base 11x12 in., weight 29 lbs. Shipping Wt. 37 lbs.

Model **K5-A** Mixers.....Each **99.50**

Kitchenaid Mixer Attachments

No.	Attachments	For Models 3-B	K-4	K-5	Each
3B-CS	Colander & Sieve Set...	X			**5.80**
3B-CF	Ice Cream Freezer—2 qt.	X			**14.50**
JE	Juice Extractor	X	X		**3.70**
K4-B-CS	Colander & Sieve Set..		X		**6.85**
K4-B-DH	Dough Hook		X		**1.65**
K4-BCF	Ice Cream Freezer—2 qt.		X		**14.50**
JEM	Metal Juice Extractor...		X	X	**9.25**
K5-A-CS	Colander & Sieve Set...			X	**15.50**
K5-A-DH	Dough Hook			X	**3.95**
K5-A-CF	Ice Cream Freezer—2 qt.			X	**14.50**
K5-A-WJ	Ice or Hot Water Jacket.			X	**3.25**
K5-A-PC	Pouring Chute			X	**2.00**
K5-A-C	Splash Cover			X	**2.00**
BU	Buffer	X	X	X	**5.00**
CO	Can Opener	X	X	X	**4.00**
FC	Food Chopper	X	X	X	**10.50**
KS	Knife Sharpener	X	X	X	**3.00**
OD	Oil Dropper	X	X	X	**4.25**
PS	Pea Sheller	X	X	X	**5.80**
VR	Vegetable Slicer—Rotary	X	X	X	**10.00**
VD	Vegetable Slicer—Disc.. (with VP Slicer Plate)	X	X	X	**20.50**
VC	*Coarse Shredder Plate.	X	X	X	**4.75**
VF	*Fine Shredder Plate...	X	X	X	**4.75**
VI	*Ice Chipping Plate....	X	X	X	**4.75**
VP	*Slicer Plate	X	X	X	**13.00**

*Must be used with a (VD) Vegetable Slicer Disc.

Attachments can be used on Models marked by an X.

Prices are Manufacturers' Lists Subject to a Special Discount.

New Evinrudes

FEATURE

GEARSHIFT AND DUO-CLUTCH

NEW maneuverability, handling ease, and exceptionally sharp performance are notable characteristics of the brand new 7.5 and 14 horsepower models recently announced by Evinrude.

Duo-Clutch, an entirely new development in outboard motor control, is an outstanding feature of the 7.5 horsepower Fleetwin. In Evinrude's Duo-Clutch, the Neutral-Forward clutch mechanism is ingeniously engineered to provide an additional important feature—the Safti-Grip Drive, for propeller protection in shoal water.

Duo-Clutch permits the motor to be started in neutral and idled at will. The throttle is automatically checked to approximately quarter speed in neutral. Shifting is accomplished through a sturdy rod-and-lever linkage from the clutch to the "finger tip" control button handily located near the top of the motor hood.

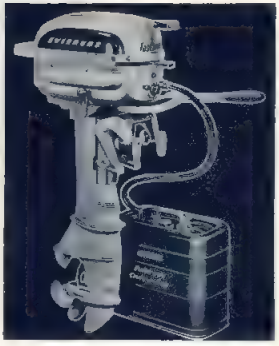
Reversing is through conventional Full Pivot Reverse. Evinrude engineers point out that Duo-Clutch brings new operating ease to Full Pivot Reverse. With clutch in neutral, simply swing motor to reverse position—press the control and back away. To go forward, shift to neutral—swing motor—shift forward . . . fast, easy, safe!

The second advancement provided by Duo-Clutch (the Safti-Grip propeller drive) will be highly valued by fishermen and others who may operate in shoal water. The instant the propeller strikes a rock or deadhead, the multiple-disc drive mechanism releases the propeller shaft, then grips it securely when the obstruction is past. No shear pins to replace, and tests equivalent to a lifetime of severe service prove that the drive is virtually wear-proof.

The new Fleetwin was particularly designed to meet the demand for more power and speed on typical family and fishing boats. As for performance, those who have tried the motor praise it as a little powerhouse, extremely flexible, smooth and steady from a low trolling range to top throttle.

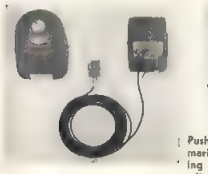
Engineering-wise, the powerhead is of advance alternate-firing, twin cylinder type. Detachable cylinder heads of semi hot-head type provide easy access to pistons and water *(Continued on page 315)*

Left: New 7½ h.p. Evinrude Fleetwin gives complete maneuverability and handling ease. With Duo-Clutch, one starts in neutral and idles till ready to go ahead. Full pivot reverse is a feature



Right: Evinrude Fastwin is a new 14 h.p. alternate firing twin with Gearshift control. Starting and idling in neutral, a handy lever is shifted for forward or reverse. Has separate 6-gal. fuel tank

or obstruction on the course, the operator can switch to remote control, steer as desired, and then switch back to automatic. With the switch on "remote control," the craft may be steered by a simple control unit held in the hand, at the end of a flexible cable



Push-button control on the automatic marine pilot made by Allen Engineering Co., Los Angeles 12, Calif., permits steering from any remote position

AMERICAN SURFACING MACHINES

TWO PORTABLE tools that will take most of the drudgery out of outfitting a boat are manufactured by the American Floor Surfacing Machine Company of Toledo, Ohio. The American Sanderplane belt sander will finish a boat ten times faster than hand planing and sanding. The American Speedy Spinner tool kit does disc sanding, buffing and polishing on curved or flat surfaces, and will also do drilling and paint mixing. There are no extras to buy, and both tools are sturdy and dependable

NEW EVINRUDES

(*Continued from page* 125)

jackets. Crankshaft is counterweighted for added smoothness. In addition to conventional lubrication, the Re-Flo auxiliary oiling system recirculates oil to the main bearings. Cooling is by the Evinrude Centri-Matic pump, which functions as a full displacement pump at lower throttle, providing adequate volume for slow-speed running. At higher throttle it operates as a centrifugal pump, automatically metering volume to various speed requirements, reducing wear and conserving power.

The Fleetwin weighs only 49 pounds—exceptionally light for a powerful motor engineered primarily for durability and trouble-free service.

The 14-horsepower Fastwin was designed throughout as a gearshift motor . . . engineered to take full advantage of gearshift maneuverability . . . with ample power for exceptional performance on fast fishing and family boats. The Fastwin's Gearshift provides true Neutral, Forward and Reverse through the shift lever mounted on the right side of the motor head.

The clutch gears are of spiral bevel type, always in mesh. A Reverse Lock keeps the motor from tilting when running in reverse, and exhaust gases are automatically diverted to a special exhaust vent. The throttle is automatically checked to low speed when in neutral or reverse. The propeller is rubber floated.

6-Gallon Cruis-a-Day Tank

TO GIVE wide cruising range without need for frequent refueling, the Fastwin is provided with separate fuel supply, the Cruis-a-Day tank. This is not merely a fuel tank, but is an expertly engineered fuel supply system.

The tank is ordinarily stowed forward in the boat, which gives the advantage of better weight distribution, with consequent improvement in boat performance. The 12-foot heavy duty two-way fuel hose is fitted with a special 3-pronged connector which attaches to the motor as easily as plugging in a lamp socket. A few strokes of the tank's built-in pump supplies the initial starting charge and operation is then fully automatic. The tank is fitted with a dial-type gage which shows fuel supply at a glance.

With fuel weight shifted, the motor is considerably lighter to handle, and motor and tank make an easy, balanced carry to the boat. Actual weight of this 14-horsepower motor is only 65 pounds —less than 4.7 pounds per brake horsepower—a highly favorable power-weight ratio for this size outboard motor.

The Fastwin's powerhead is twin-cylinder, alternate firing type floated in rubber bearings. The crankshaft is counterweighted and main bearings receive the extra protection of the Re-Flo auxiliary oiling system. Cooling is by Centri-Matic pump. Throttle is operated by twist-grip speed control on the steering handle.

While Evinrude engineers feel that the Fastwin represents a beautifully balanced combination of speed, handling ease, maneuver-

Molded Plywood Shapes For ALL TYPES of BOATS

Molded shapes are available in stock sizes for dinghies, outboard and inboard boats. Special shapes and sizes can be made to order. Investigate this stronger, lighter, better boat shape. Provides a better shape at lower cost when all costs are considered

MORE STRENGTH

No other type of basic boat material can withstand the pounding punishment of molded plywood shapes as evidenced by the consistent top place winners in national and local outboard races. Their boats are made of molded plywood shapes. Enjoy the advantage of this built in extra strength with a molded plywood shape for your boat.

LIGHT IN WEIGHT

The method of forming molded plywood shapes with phenolic resin bonds under heat and pressure eliminates practically all the extra bracing required in ordinary boat construction. This alone saves weight. The cross ply bands of plywood when so molded provide greater strength with less skin thickness. You get a stronger boat shape at approximately half the weight of ordinary construction.

INCREASES SPEED

The lighter dead weight of a molded plywood boat displaces less water and enables the same horsepower engine to drive a molded plywood boat at faster speeds. The clean, seamless lines of molded plywood create less drag and actually increase the speed and maneuverability of the boat itself. Molded plywood boats respond to your control quicker and better.

MORE BEAUTY

Boats made of molded plywood shapes have cleaner, clearer, unobstructed lines that have been the dream of all boat designers. Molded shapes provide sheer, free flowing, curved lines that are beautiful to look at. The boat buyer gets more with molded shapes. The boat builder gives more when he builds with molded shapes.

United States Molded Shapes will be on display on the mezzanine floor at the 40th National Motor Boat Show in New York, and also at Chicago National Boat Show. Our products are distributed by United States Plywood Corp. through its various branch offices, or direct from U. S. Molded Shapes or other authorized distributors. For further information, write direct to

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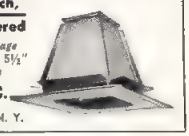
AT LAST! *A Toaster That Will Toast Over ANY Fire!*

***Rudsco's* ALL STAINLESS STEEL Insulated TOASTER**

$8.00 each, delivered



Collapses for Easy Storage
Size: Open, 6½" x 6½" x 5½"
Non-Collapsible, $5.00

RUDMAN & SCOFIELD INC.
Established 1854
277 Pearl St., New York 7, N. Y.

ability and convenience, they emphasize that it is still a solid "workhorse" motor—right at home on a rugged fishing boat—with trolling performance that is exceptional for a motor of its power

Light Models Feature Fisherman Drive

WHILE THERE are no radical changes in Evinrude famed light motors, the 1.5 horsepower Sportsman and 3.3 horsepower Sportwin, no less than twenty advancements and refinements have been incorporated in their construction. The 1950 models are offered as the last word in light motor capability, convenience and handling ease, and at substantially reduced prices

Both motors are deluxe models, complete with Simplex Starters, Co-Pilot Steering, rubber-mounted powerheads, full pivot reverse, two-stage centrifugal pump cooling. Sportwin incorporates one of the most popular features ever offered on an outboard motor—a big, easy-to-read fuel gage set flush in the motor head. This model also offers the handy screw-driver steering handle, lever-locked, leak-proof fuel filler closure and Transom Trigger for instant vertical adjustment

But to tens-of-thousands of enthusiastic owners, the most important feature of these motors is the exclusive, patented Fisherman Drive. This is the unique lower unit that lets you go anywhere there's water to float the boat. It drives without fouling, through thick beds of lotus, water hyacinth, weeds, reeds, and rushes. It bobs over rocks and hidden stumps, takes continual shocks and jolts which no conventional housing could withstand. In shallow water, the leading edge sleds over the bottom—the angled drive shaft permitting the propeller to keep on driving in only a few inches of water. The Fisherman Drive is available only on the Sportsman and the Sportwin.

Two High Powered Models

EVINRUDE'S Speeditwin, 22.5 horsepower, and Speedifour, 33.4 horsepower, have long held a dominant place with enthusiasts who like high speed and husky driving power on raceabouts, runabouts and outboard cruisers. Constant development and refinement have brought these models to a high level of performance and reliability

Speeditwin is a two-cylinder opposed, internal rotary valve type with rubber floated powerhead. Turning a large propeller, this model handles big loads with high efficiency, swiftly kicks good sized runabouts into planing trim, and tows water skiers with ease

Speedifour is the most powerful model in the 1950 Evinrude line. Powerhead is the four cylinder type with two decks of opposed cylinders firing alternately in pairs. The outstanding performance of this motor fully reflects Evinrude background in four cylinder development. Since the company first pioneered this type, more than one hundred thousand Evinrude Fours have gone into the service of satisfied owners

The power ratings of all Evinrude models are O.B.C. certified brake horsepower at 4000 r.p.m. The ratings do not represent the maximum power attainable, but the power delivered at speed recommended for continuous service

ERIE MARINA EXPANDED

WITH ONE of the most successful yachting seasons in Erie's history only recently closed, R. D. McAllister and Son, with one of the finest marinas on the Great Lakes, are already engaged in an expansion program which will enable them to provide even greater service to yachtsmen in 1950

A boat show held here in June proved so successful that it will be repeated early in 1950, at the Erie, Pa., showroom. The show included all types of boats up to 36-foot cruisers and complete equipment and accessory lines

They have enlarged the carpenter shop, and will soon have doubled the space in the modern marine engine shop. The building plans also provide for double door arrangements between storage, carpenter, painting and engine spaces to facilitate the movement of yachts from one to the other

Future plans call for eventual doubling of the size of storage space, which already accommodates about 100 boats during the winter and provision of a basin in front of the present marina to provide for the mooring of 200 boats

In addition to selling boats of all sizes, from canoes to ocean-going cruisers, the company has at all times a complete stock of accessories, and offers repair, service and storage facilities for all types of craft

Cory Glass Coffee Brewers

Model DKG Coffee Brewers

Family size coffee brewer of 6 to 8 cup capacity. Flame tested heat resisting glass. Hand striped in triple platinum bands. Fittings of contrasting lustrous black plastic.

Complete with hinged decanter cover, accurate coffee measure, plastic safety stand and the Cory glass filter rod.

Packed 8 to a carton. Weight, 23 pounds.

Model **DKG** Cory Coffee Brewers .....Each **5.50**

Model DCG Coffee Brewers

Family size Cory rubberless coffee brewer. All glass has no rubber parts to stick or tint the brew; no rubber parts to wear or replace. Heat resistant glass, hand decorated with triple-platinum stripes. Comes complete with hinged decanter cover, accurate plastic coffee measure and safety stand plus the glass filter rod. 6-8 cup capacity. Packed 8 to a carton; weight 23¼ pounds.

Model **DCG** Cory Coffee Brewers **5.95**

Model DIG Coffee Brewers

The new imperial rubberless, largest of the rubberless three. No rubber parts. Exclusive glass to glass vacuum seal makes it self sealing. Hand striped in triple bands of gleaming platinum. Heat resistant glass. Complete with hinged decanter cover, accurate coffee measure and plastic safety stand and the glass filter rod. 10-12 cup capacity. Packed three to a carton; weight 12½ lbs.

Model **DIG** Cory Coffee Brewers .....Each **6.95**

Electric Models

Any of the range model Cory rubberless brewers can be converted to handsome electric table models by using them in conjunction with the Cory DEO two-heat electric stoves listed on following page. The two heat stoves have a high heat for brewing, a low heat for keeping coffee to correct serving temperature.

Model DNG Coffee Brewers

A small size Cory rubberless brewer which is perfect for use where only a small amount of coffee is desired.

The Corp Petite model has no rubber parts; glass to glass vacuum seal. The brewer is of Cory flame-tested glass, distinctively triple-striped in gleaming platinum. Complete with hinged decanter cover, accurate coffee measure. Cory safety stand and glass filter rod. 2 to 4 cup capacity. Standard package 8 to a carton. Weight, 20 pounds.

Model **DNG** Coffee Brewers .....Each **5.45**

Cory Coffee Brewers

Model EAB Coralume
Model ACB Custom

All-metal automatic coffee brewers of two to eight cup capacity. Just measure in coffee and water and the Cory tasteo-matic brewing control does the rest

Model EAB Coralume

Beautiful, new, satin-silver Coralume finish is stain resistant and developed especially for coffee brewing.

Model **EAB** Coralume Coffee Brewer...Each **19.95**

Model ACB Custom

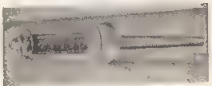
Deluxe Cory Custom Automatic in luxury copper chrome. Over size 2-8 cup capacity. Built to brew better coffee and keeps the coffee piping hot.

Model **ACB** Custom Coffee Maker .....Each **28.50**

Cory Filter Rods

Filters coffee through glass only. No soggy, unsanitary filters to be replaced or corroded metal surfaces to contaminate coffee.

Full length glass rod fits all standard type coffee makers.



Attractive counter display unit to spotlight Cory Glass Filters and increase sales. Available in three attractive colorful displays with full instructions

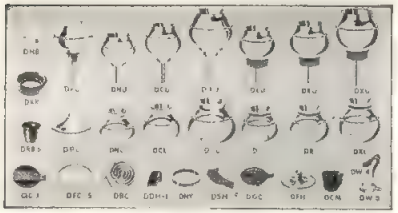
All display boards individually packed.

Size No	DCR	DRA	DRP-60*	DCR-G
No. in Display	1	12	60	144
Wt., lbs.	¼	3⅛	13½	28
Each	.50	6.00	30.00	72.00

*Dispenser type display unit.

Prices on this Page are Manufacturers' Lists Subject to a special discount.

Replacement Parts for Cory Domestic Coffee Makers



Order replacement parts by model letters shown on glass. Upper bowls are identified by letter "U" in model designation while lower bowls are identified by letter "L". Thus DXU indicates upper bowl while DXL indicates lower bowl of the brewer. All glassware packed in standard packages as designated

Model		Each
	For Wide Neck Models	
DNU	Petite Rubberless Upper 2-4 Cup (6 in Carton) Wt., 5½ lbs.	2.35
DNL	Petite Rubberless Lower 2-4 cup (6 in Carton) Wt., 4½ lbs.	1.95
DCU	Royal Rubberless Upper 6-8 cup (6 in Carton) Wt., 6¼ lbs.	2.75
DCL	Royal Rubberless Lower 6-8 cup (6 in Carton) Wt., 5½ lbs.	2.30
DIU	Imperial Rubberless Upper 10 to 12 cup (3 in Carton) Wt., 5 lbs.	2.95
DIL	Imperial Rubberless Lower (3 in Carton) Wt., 4½ lbs.	2.45
DYU	Substitute DLU Lynn Upper	
DYL	Substitute DLL Lynn Lower	
DLU	Upper, 3-7 Cup (6 in Carton) Wt., 6 lbs.	2.25
DLL	Lower, 3-7 Cup (6 in Carton) Wt., 4½ lbs.	1.85
DRU	Upper, 6-8 Cup (6 in Carton) Wt., 6½ lbs	2.45
DRL	Lower, 6-8 Cup (6 in Carton) Wt., 5½ lbs	2.00
DXU	Upper, 10-12 Cup (3 in Carton) Wt., 5 lbs	2.95
DXL	Lower, 10-12 Cup (3 in Carton) Wt., 4½ lbs	2.45
DRH-2	Black Handle Complete for DLG, DKG or DVG	.95
DIH-2	Ivory-Tone Handle Complete for DRG and DXG	1.10
DNH	Black Handle Compl. for DNG and DCG	.95
DNH-2	Black Handle Complete for DIG	1.00
DW-4	Black Bakelite Handle Part for DRH-2 and DNH	.40
DWI-4	Ivory-Tone Bakelite Handle Part for DIH-2	.50
DW-6	Black Bakelite Handle Part for DNH-2	.55
DW-5	Metal Handle Part with Screws for DIH-2 and DRH-2	.55
DM-6	Metal Handle Clamp with Screws for DNH	.55
DM-7	Metal Handle Clamp with Screws for DNH-2	.45
DMH-1	Set of Screws for all Domestic Handles	.10
CLC-1	Black Decanter Cover (Standard) for DLG and DKG	.50
CLC-4	Chrome Decanter Cover for DRG and DXG	.85
DGC-B	Decanter Cover (Black) for DNG and DCG	.50
DGC-C	Decanter Cover (Black) for DIG	.50
DRR-9	Bushing for Upper Glass (Large Neck)	.35
DNY	Neck Band Strip for Lower Glass (Large Neck)	.10
	For Narrow Neck Models	
DHU	(Substitute DPU) Homestead Upper Glass.	
DHL	(Substitute DPL) Homestead Lower Glass	
DPU	Princess Upper Glass (3 in Carton) Wt., 4 lbs	2.60
DPL	Princess Lower Glass (3 in Carton) Wt., 3 lbs.	2.25
CHH	Handle Complete (Princess, Bridge Club)	1.00
CHC	Metal Part for CHH Handle	.50
CW2	Bakelite Part for CHH Handle	.50
CMH-3	Set of Screws for CHH Handle	.20
DRBS	Bushing for Upper Glass (Small Neck)	.20
DNY-2	Neckband Strip for Lower Glass (Princess or Bridge Club)	.15
DSS-1	Switch for (Hi-Low) or (Warm-Off)	.85

Model		Each
	DQE-S Stove Parts	
DSS-2	Switch Center (On-Off)	1.50
DSH	Bakelite Handle (Black)	.50
DQF	Foot with Rivet	.15
CPB	Porcelain Terminal Block and Rivets	.40
CBC-B	Brick Element (Right) 2-Heat—Black	1.85
CBL-B	Brick Element (Left) Low only –Black	1.65
DEO	Stoves	3.99
	DEO Stove Parts	
DBC	Brick Element with Coils	1.50
DDH-1	Bakelite Handle (Black)	.20
DDH-2	Bakelite Handle (Ivory-Tone)	.25
DDF-1	Foot with Rivet	.10
DDT	Terminal Studs, Nuts and Washers (Set of 3)	.15
DCC-1	Cord Set	1.00
	DES Stove Parts	
DBD	Brick Element with Coils	1.75
DDI	Bakelite Handle (Black)	.25
DDF-2	Foot with Rivet	.15
DSS-3	Switch	.85
DCC-2	Cord Set	.75
	Universal Parts	
DCR	CORY Glass ROD Filter	.50
DF	CORY Porcelain "Fast-Flo" Filter and 2 Filter Cloths	.50
DFC	"FAST-FLO" Filter Cloths (sold only in packages of 5)	.35
DCM-B	Bakelite Coffee Measure (Black)	.15
DCM-I	Bakelite Coffee Measure (Ivory-Tone)	.15
DCM-G	Coffee Measure (Glass) for DEG Grinder	.50
DFH-B	Funnel Holder (Black) Upper Bowl Stand	.50
DFH-1	Funnel Holder (Ivory-Tone) Upper Bowl Stand	.60
	DEA Automatic Parts	
ADH	Handle, Black Bakelite	1.25
AHS	Screw for Handle (Knurled) Top	.10
AHW	Gasket for Knurled Screw	.05
ADS	Spacer for Handle (Bottom)	.05
DAC	Cover, Black Bakelite for Lower Decanter	.60
ACP	Pin for Cover Hinge (Knurled)	.05
ADF	Foot and 2 Rivets	.25
ADB	Base Section Assembly with Feet	2.95
ABS	Screw (to attach base section)	.05
ACS	Cord Set (with Terminal Lugs)	1.00
ASR	Gripmaster for Strain Relief (for Cord Set)	.10
ADT	Thermostat and Low Heat Element Comp.	4.00
ATS	Screw to Mount Thermostat Assembly	.05
ATI	Insulator 1¼ in. Long Tube	.05
AHN	Nut and Mica Washer for High Heat Element	.05
ADD	Decanter Complete (Excise Tax Extra)	22.50
ADA	Decanter Bowl with Closed High Heat Element only, (Less all Bakelite Parts, Thermostat, and Bottom Plate)	11.50
DEU	Upper Glass (3 per Carton)	2.95
AUB	Black Bakelite Cover for Upper Bowl	.60
DRR-10	Rubber Bushing for Upper Glass	.40
DCR	CORY Glass Rod Filter	.50
DFH-B	Funnel Holder, Black Bakelite	.50
DCM-B	Coffee Measure, Black Bakelite	.15

G-E Tastegard Coffee Makers

Range model. For use on electric, gas, coal or oil ranges. Wide-mouth heat resistant bowls. Monel drainer assembly with filter cloth. Capacity 8 five ounce cups. Packed one in a carton. Weight, 3 pounds.

No. **109P14** General Electric Coffee Makers .....Each **1.95**

No. 119P16 Coffee Makers

Special electric with chrome, quick-heating electric stove. Lower bowl marked for 2 to 8 cups. Textolite plastic lid and handle. Monel drainer assembly with filter cloth. Six foot cord. 550 watts, 115 volts, A.C. or D.C. Packed one in a carton. Weight, 5 pounds.

No. **119P16** Coffee Makers .....Each **4.95**

No. 119P15 Coffee Makers

De Luxe electric. Black plastic electric stove with chrome trim. Wide mouth, heat-resistant glass bowls. Textolite plastic lid serves as table mat for bowls. Easy to clean glass filter rod, six foot cord set. Capacity, 8 five ounce cups. 550 watts, 115 volts A.C. or D.C. Packed one in a carton. Weight, 5 pounds.

No. **119P15** Coffee Makers .....Each **5.95**

No. 139P17 Coffee Makers

Semi-automatic. Two-heat stove, high for brewing, low for keeping coffee hot. Textolite plastic lay-on lid, wide-mouth, heat-resisting bowls. Monel drainer assembly with filter cloth. Capacity 2 to 8 cups. Famous G-E Tastegard six foot cord. 550 watts, 115 volts A.C. or D.C. Packed one in a carton. Weight, 5 pounds.

No. **139P17** Electric Coffee Makers .....Each **7.95**

No. 129P18 Automatic Coffee Makers

A fully automatic coffee maker. Brews delicious coffee and keeps it hot, just by pushing a button. Pilot light tells when warming unit is on. Black plastic stove, chrome trim. Pyrex glass bowls, clamp-on lid, decanter cover. Glass filter rod, lower bowl marked for cup measurements. Capacity, 8 five ounce cups. Six foot cord. 750 watts, 115 volts, A.C. only.

Packed one in a carton. Weight, 5 pounds.

No. **129P18** Automatic Coffee Makers .....Each **12.95**

G-E Coffee Maker Replacement Bowls

Upper **Lower**

Duplicate service replacement bowls of original equipment. Wide mouth, easy to clean Pyrex Bowls.

Bowl No.		For Coffee Maker No.	Each
D8U,	D8L	129P4, P5, P6, P7	2.35
A8U,	AD8L	129P8, 139P8	2.35
DW8U,	DW8L	P14, P15, P16, P17	2.45
AW8U,	AW8L	P18	2.45

Packed individually.

G-E Glass Filter Rods

Replacement parts for G-E Coffee Makers P-15, P-17 and P-18. All glass construction. Easy to clean. Can be used in other similar type coffee makers.
Wt., ... oz. Packed ... in a carton.
No. **P8P50** Glass Filter Rods .....Each **.50**

No. 2508 Nicro Electric Coffee Makers

Stainless steel fully automatic vacuum coffeemaker. True automatic control, shuts itself off when coffee is done and then keeps it at correct serving temperature. Stainless steel filter. Bakelite handle. Stainless steel cover, electric cord and plastic table pads. Underwriter's approved. Built in 575 watt electric unit. Packed 3 to a carton. Weight, 15 pounds.

No. **2508** Electric Coffee Makers .....Each **28.50**

Prices are Manufacturers' Lists Subject to a Special Discount.

Spring Beauties by EFFANBEE

for delivery NOW

Be sure to see the SPRING LINE

Write for the brochure showing the assortment.

Effanbee's assortment of popular priced dolls is ready for delivery right now. It's time to replenish your stock. Show the full line for the most sales!

There's no substitute for quality—and nothing sells so well as the heart-appeal that's built into the dolls with the golden hearts!

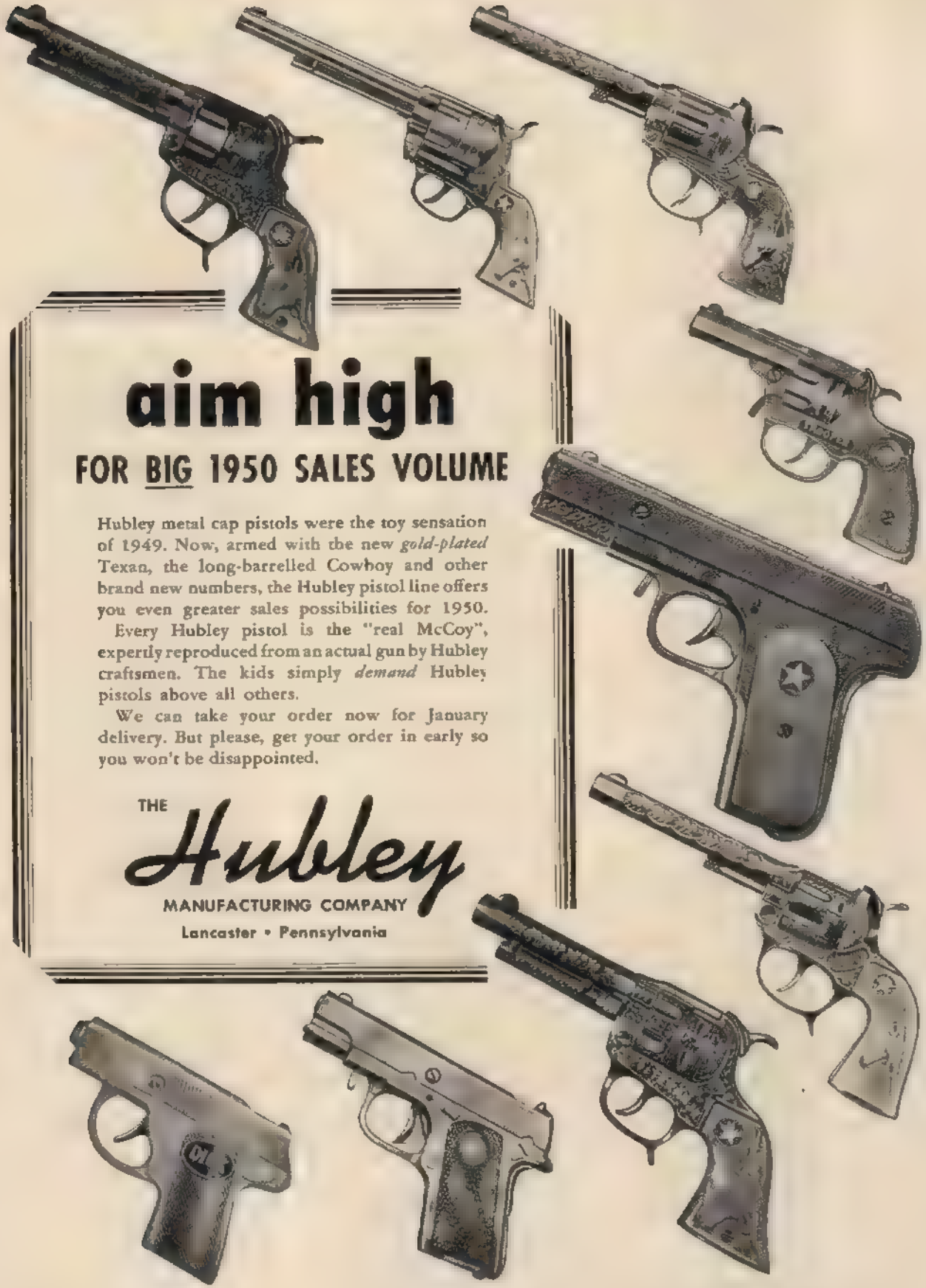
EFFANBEE DURABLE DOLLS

Effanbee Dolls

Another Fine NOMA Product

EFFANBEE *Means "Finest and Best"*

Showroom—200 Fifth Avenue, New York, N. Y.



aim high

FOR BIG 1950 SALES VOLUME

Hubley metal cap pistols were the toy sensation of 1949. Now, armed with the new *gold-plated* Texan, the long-barrelled Cowboy and other brand new numbers, the Hubley pistol line offers you even greater sales possibilities for 1950.

Every Hubley pistol is the "real McCoy", expertly reproduced from an actual gun by Hubley craftsmen. The kids simply *demand* Hubley pistols above all others.

We can take your order now for January delivery. But please, get your order in early so you won't be disappointed.

THE *Hubley*

MANUFACTURING COMPANY

Lancaster • Pennsylvania

Hazelle

Creator and Designer . . .

Offers to Toy Retailers

New Plastic Puppets

Hazelle with 6 of her 12 sensational new "Talking" Marionettes

HAZELLE'S MARIONETTES

now making new sales records wherever fine toys are sold!

15" TALL • PLASTIC HEADS, HANDS AND SHOES • HAND-PAINTED FACES WITH WIGS

12 "TALKING" characters, 6 pictured above, each with a mouth that opens and shuts by touching an extra string that extends from the top of the head.

18 "LIFELIKE", lovable characters from fairy tales and foreign lands. Elaborately costumed, boys smartly dressed and girls with full skirts. See below.

12 "POPULAR" characters Teto and Bimbo, the largest selling Marionette clowns, plus characters every child knows. Simple, durable, gay costumes.

approx.* 7.98 *retail ***approx.* 5.98 *retail*** ***approx.* 4.98 *retail***

SEND FOR 8-PAGE COLOR CATALOG OFFERING ELECTRIC DISPLAY

Boy Jane and Bo peep retail at 3.98 each not included with stage

THIS 5-COLOR STAGE ATTRACTS ATTENTION AND ADDS TO SALES

Built of sturdy hardboard with 8 hinges, front silk screened in blue, gold & black, & trimmed with gold fringed curtain. Stage is 34" tall, 40" wide, side wings 20" deep, with opening 9" tall and 23" wide. Suitable for all marionettes under 13" tall. Black cloth backdrop curtain and pole included. Front folds in center and sets up instantly without tools. Individually packed in its own flat shipping carton, convenient for storage when not in use. 19 pounds.

Retail price, each, approx. **9.98**

4 individually packed stages to a master shipping carton, wt 58 lbs. ..... *NET* **22.75**

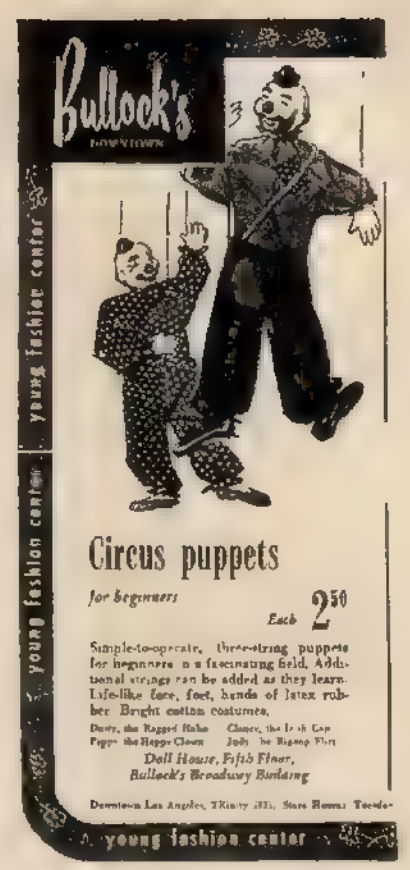
plus parcel post or freight

Not sold singly except with 'Sample Assortment': 4 "Talking" Marionettes, 4 "Lifelike" Marionettes, 6 "Popular", all best sellers, individually packed in 3-color boxes, plus 1 stage. $95.70 retail value. ..... *NET* **54.55**

plus parcel post on 30 lbs.

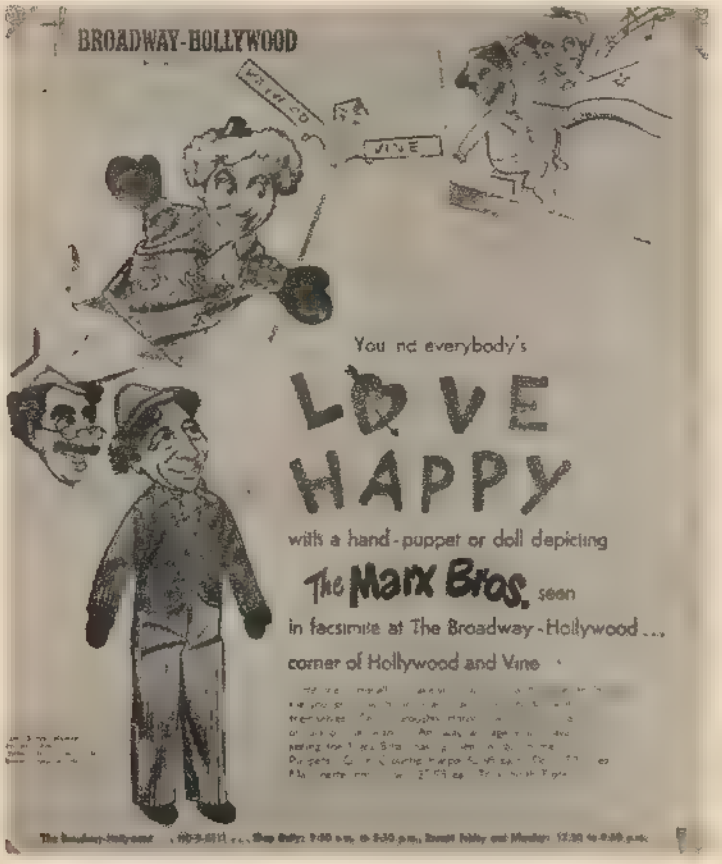
HAZELLE'S MARIONETTES • 911 EAST TENTH ST. KANSAS CITY 6, MO.

The Broadway-Hollywood had a window display and big newspaper ad on Marx Bros. puppets to tie in with the showing of their picture, "Love Happy." The life-size figures of the brothers is a traveling display. The toys come in puppets, dolls, marionettes.



Demand for Hand Puppets, Marionettes Increasing

WORD is going around the country that *puppets* this year will be a near-sales-sensation. At any rate, the public is showing a mighty lot of interest in them—no doubt due to the fact that puppet designs have been greatly improved in the past year or more, and some of them take advantage of the popularity of a juvenile "hero" or famous character. Among these may be mentioned the puppets of the Marx Brothers, and those representing Red Riding Hood, the wolf and her grandmother, and Hans and Gretel, all of which are said to be "just darling."



The kids, of course, get a big kick out of operating these simple hand puppets, some of which are now made of flexible plastic and which permit of contortion of the features. Formerly, the head was simply made to bow and the arms to move.

Bullock's of Los Angeles had a demonstrator show the DeVel puppets, made in Pasadena. The various puppets manufactured by the Fleischaker Novelty Co. of Venice, Calif., have also been in big demand. The Marx Bros. dolls, puppets and marionettes are made by the Modern Doll Co. of California, Inc., Los Angeles.

It is reported that the Protestant Radio Commission is going to teach the Bible on television, using puppets as actors, and this program will also increase public demand for puppets. Encouraged by the success of television's puppet shows, the commission—representing 16 Protestant demoninations — has invested some

Marionettes by De Vel Industries, Pasadena, Calif., retail for $2.50—12 to 15 inches high, with two sticks and 3 nylon guide lines

$100,000 in 13 short films in color, aimed primarily at child TV audiences.

Finger Walkers

Two new models, the Clown and Westerner, have been added to the Little Actors Finger Walker family made by Dollyland Toys, 5270 West Pico Blvd., Los Angeles 35. These Finger Walkers are manipulated by inserting the first two fingers of either hand into the doll's "hip pockets" between the elastic band and doll's body and into the finger pockets. Each movement of the fingers moves the legs of the Little Actors, enabling the Little Actor to kick, dance, run. These dolls are educational as well as entertaining, for they stimulate the imagination and aid in developing coordination and dexterity. They appeal to all ages, are safe for the infant's first doll, and both boys and girls, as well as grown-ups, enjoy manipulating them.

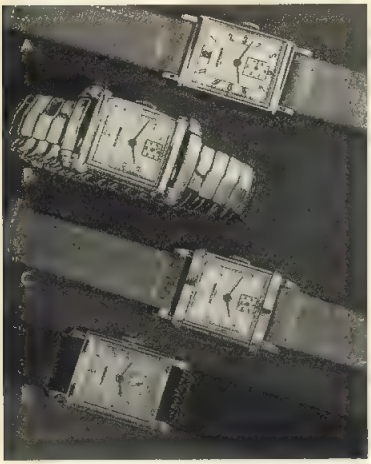
Right: Four-column newspaper advertisement by The Broadway, featuring the Marx Brothers puppets

"Billy Boy," "Tenderfoot" and "Cowboy Joe," by Fleischaker Novelty Co., Venice, Calif., who also makes "Beany." Other prominent manufacturers of puppets and marionettes are: Hazelle's Marionettes, Kansas City 6, Mo., Effanbee Doll Co., New York 10, Peter Puppets Playthings, Inc., New York 10, Topstone Rubber Toys Co., Bethel, Conn., and Cada Products, Chicago 16

• Concern about the increasing indebtedness of individuals is on the up and up. It is felt that people are mortgaging their future income in a larger way, and that when the volume of repayments finally equals or exceeds new credit, business volume will fall.

MEN'S Heyworth WATCHES

BECKEN



ALL HEYWORTH WATCHES ARE IN BEAUTIFUL WHITE PLASTIC GIFT BOX

A5W1. 17 Jewels **$36.00**
Yellow gold-filled case, high crystal, 8x9 incabloc movement, quality leather strap

B5W2. 17 Jewels **$34.00**
Yellow rolled gold plate, stainless steel back case, high crystal, raised numeral dial, gold-filled expansion band, 8x9 incabloc movement.

C5W3. 17 Jewels **$31.20**
Yellow rolled gold plate, stainless steel back case, high crystal, raised numeral dial, 8x9 incabloc movement, quality strap

D5W4. 17 Jewels **$26.00**
Yellow rolled gold plate, stainless steel back case, high crystal, raised numeral dial, quality leather strap

E5W5. 17 Jewels **$27.00**
Yellow rolled gold plate, stainless stee back case, raised numeral dial, quality eather strap

F5W6. 17 Jewels **$26.00**
Yellow rolled gold plate, stainless steel back case, pink dial, black numerals and dots, quality leather strap, high crystal

G5W7. 17 Jewels **$25.00**
Yellow rolled gold plate, stainless steel back case, raised numeral dial, quality eather strap

G5W8. 7 Jewels **$18.50**
Same as above

H5W9. 17 Jewels **$27.00**
Yellow rolled gold plate, stainless stee back case, raised numeral dial, qual ty leather strap

J5W10. 17 Jewels **$25.00**
Yellow rolled gold plate, stainless steel back case, raised numeral dial, quality leather strap

J5W11. 7 Jewels **$18.50**
Same as above

K5W12. 17 Jewels **$25.00**
Yellow rolled gold plate, stainless steel back case, pink dial, black numerals quality strap

K5W13. 7 Jewels **$18.50**
Same as above

L5W14. 7 Jewels **$18.50**
Yellow rolled gold plate, stainless steel back case, raised numeral dial, quality eather strap

M5W15. 17 Jewels **$25.00**
Yellow rolled gold p ate, stainless steel back case, raised numeral dial, quality leather strap

M5W16. 7 Jewels **$18.50**
Same as above

Beautiful HEYWORTH Watches

WE ARE DIRECT IMPORTERS OF HEYWORTH WATCHES

4W1. 17 jewels, 5 ligne **$42.00**
14k yellow heavy case, raised figure dial, high crystal, black cord, plastic gift box.

4W3. 17 jewels, 5 ligne **$32.50**
Yellow R G P case, stainless steel back, high crystal, black cord, plastic gift box.

4W5. 17 jewels **$29.00**
Yellow R G P case, stainless steel back, high crystal, black cord, plastic gift box.

4W7. 17 jewels **$27.00**
Yellow R G P case, stainless steel back, black silk cord, plastic gift box.

4W10. 7 jewels **$23.00**
Yellow R G P case, stainless steel back, high crystal, black cord, plastic gift box.

4W13. 7 jewels **$23.00**
Yellow R G P case, stainless steel back, high crystal black cord, plastic gift box.

4W15. 7 jewels **$24.00**
Yellow R G P case, stainless steel back, bullseye crystal, silk cord plastic gift box.

4W17. 7 jewels, nurse **$20.90**
Red sweep second hand, yellow R G P case, stainless steel back, plastic gift box.

4W2. 17 jewels, 5 ligne **$42.00**
14k yellow heavy case, raised figure dial, high crystal, black cord, plastic gift box.

4W4. 17 jewels, 5 ligne **$32.50**
Yellow R G P case, stainless steel back, high crystal black cord plastic gift box

4W6. 17 jewels **$29.00**
White R G P case, stainless steel back, high crystal, black cord, plastic gift box

4W8. 17 jewels, metal band **$29.50**
4W9. 17 jewels, black cord **27.00**
Yellow R G P case, stainless steel back, plastic gift box

4W11. 7 jewels, metal band **$25.50**
4W12. 7 jewels, black cord **23.00**
Yellow R G P case, stainless steel back, plastic gift box

4W14. 7 jewels **$23.00**
Yellow R G P case, stainless steel back, high crystal, black cord, plastic gift box

4W16. 7 jewels **$23.00**
Yellow R G P case, stainless steel back, high crystal, black cord, plastic gift box.

4W18. 7 jewels, nurse **$20.50**
Red sweep second hand, yellow R G P case, stainless steel back, leather strap, gift box.

BECKEN

Heyworth

We are exclusive distributors and importers of Heyworth watches.

Each has a high grade movement with features that make them fine timekeepers

6W1 ..... **$31.50**
Sparkling simulated white stones. 7 jewel movement in a steel back case. Raised figure dial. Pin has safety catch. Gift box.

6W2 ..... **$25.00**
Pendant watch with simulated white stone settings. 7 jewels. Steel back case. Raised figure dial. Safety catch. Gift box.

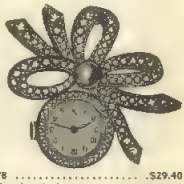
6W3 **$35.90**
17 jewel movement in steel back case. Sparkling simulated white stone settings. Raised figure dial. Gift box.

6W4 ..... **$28.90**
7 jewel pendant watch with steel back case. Raised figure dial. Simulated white stone set pin with safety catch.

6W5 ..... **$23.00**
Simulated white stone set pendant watch. 7 jewels. Steel back case. Raised figure dial. Gift box.

6W6 ..... **$37.20**
Pendant watch with simulated white stone settings and safety catch. 17 jewel movement in steel back case. Raised figure dial. Gift box.

6W7 ..... **$23.00**
Attractive heart shape brooch with sparkling simulated white stones. 7 jewel movement in steel back case. Raised figure dial. Gift box.



6W8 ..... **$29.40**
Simulated white stone set brooch and watch. 7 jewel movement in steel back case. Raised figure dial. Safety catch. Gift box.

6W9 ..... **$35.40**
Sparkling simulated white stone set steel back case with white metal bracelet. Attractive safety clasp also set with stones. 7 jewel movement. Raised figure dial. Gift box.

6W10 ..... **$32.80**
New model simulated white stone set bracelet watch with 7 jewel movement in steel back case. Raised figure dial. Gift box.

ALL PRICES QUOTED ARE KEYSTONE AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

horsman

cry baby

The outstanding innovation of 1949 in astounding new values!

softee

The doll whose soft plastic arms and legs revolutionized the doll industry.

bright stars

All plastic girl dolls in refreshingly new styles.

A complete line of "easy-to-sell" dolls.

The HORSMAN tag insures ready acceptance by your customers

america's best-known and best-loved dolls

horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone OR 5-1720

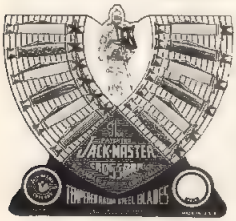
dolls

Imperial Jackmaster Knives

Shorty-Midget Assortments

Nickel type bolsters 1½ inches long. Spear type blades of special high carbon cutlery steel. Fitted with shackle for chain attachment. Imitation Pearl handles. Packed one dozen on display card, weight, ½ lb.

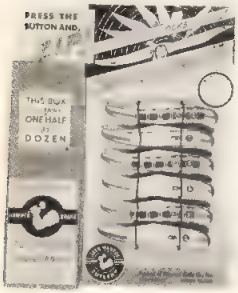
Shorty-Midget Knife Assortments .....Each **8.00**



No. JM-1200 Jackmaster Assortments

Clip type blades, full nickel bolsters and furnished in cross bar assortment. Length, 4 in. Blades of high quality carbon cutlery steel. Imitation Pearl handles in color. Packed one dozen on attractive display card, weight, 1⅝ lbs.

No. **JM-1200** Jackmaster Assortments.....Each **8.00**



No. JM-90-PB Jack-O-Matic Assortments

Full nickel type bolsters and brass lining. Length, 3¼ in. Specially designed push-button opening and safety lock.

Imitation pearl handles in attractive candy stripe patterns

Packed six to a display card, weight per assortment, 1¾ lbs.

No. **JM-90-PB** Jack-O Matic Assortments..Each **16.00**

No. JM-4351-CH Barlow Assortments

Full nickel type bolsters, marked Barlow. Master Clip Blade. Complete with shackle and boys' chain.

Medium size, length, 3½ inches.

Packed one dozen on attractive display card. Assorted red, white and blue handles. Weight per assortment, 2 lbs.

No. **JM-4351-CH** Barlow Assortments.....Each **8.00**

Kinfolks Hunting Knives

Four inch mirror finished blade extends through a bone stag handle. Length overall, 7½ inches. Packed 6 in a box; weight, 2 pounds.

No. **6161** Hunting Knives.....Each **1.50**

Full polished light weight 4¼ inch blade; double brass guard, laminated leather handle with a solid aluminum knob. Feather weight pattern; length overall, 8 inches. Packed 6 in a box. Weight, 2 pounds.

No. **96** Hunting Knives.....Each **2.35**

Full polished blades, high carbon chrome vanadium steel ground to a keen edge. Laminated leather handle with brass and colored fibre trim; drop knob, shaped to fit hand. Designed for hunters and trappers.

Blade length, 3 inches; overall length, 6½ inches. Weight, ¾ lb. Packed six in a box.

No. **333** Hunting Knives .....Each **2.65**
No. **333-Y**—Same as above only with Yellow Marbelite handle .....Each **2.65**

Full polished saber blades, hand ground to keen lasting edge; flat and concave grind. Concave blades are chrome plated and rust resisting. Leather handles with brass and fiber trim; solid aluminum knob fitting hand. Streamlined knife for all outdoor use, complete with pouch type holster.

No.	330	330
Blade Length, Inches	3½	4½
Overall Length, Inches	7	8¼
No. in Carton	6	6
Boxed Weight, Lbs.	2	2½
Each	2.70	3.35

Slim streamlined saber blades with keen edge, length 3½ inches. Yellow marbelite handle with colored washer and brass trim at each end and center. Curved aluminum knob to fit the hand. Complete with pouch type holster. Length overall, 8¼ in. Packed 6 in a box. Wt., 2½ lbs.

No. **Y-330** Hunting Knives .....Each **3.20**
No. **Y-330** With 4-Inch Blade .....Each **3.60**
No. **Y-330** With 4½-Inch Blade .....Each **3.90**

Kinfolks Hunting Knives

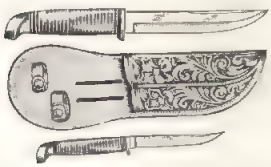
Extra heavy 4½ inch curved blade. Chrome vanadium steel hand ground to perfect cutting edge; grooved back or thumb grip. Colored fiber trim on indestructible leather handle with aluminum knob. Built for extremely hard usage. Overall length, 8½ in. Complete with embossed leather sheath. Packed 6 in a box.

No. **K380** Hunting Knives (Ship. Wt., 3½ lbs.) .....Each **4.00**

Mirror finished 5½ inch saber blade of heavy chrome vanadium steel. Designed for outdoorsman who appreciates best in quality. Full length leather handle, brass and colored fiber trim; special finger tips for better hold. Overall length, 9½ in. Complete with leather sheath. Packed 6 in a box; weight, 3½ lbs.

No. **368** Hunting Knives.....Each **4.70**

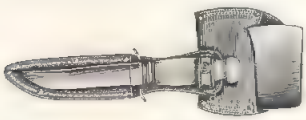
Knife Combination Sets



Knives are hand ground to keen lasting edges. Leather handles with brass and colored fiber trim. Solid aluminum knobs to fit hand. Sturdily built throughout for all outdoor uses; handles can never loosen. Combination outfit complete with dual holster. Overall length, large knife, 8¼ inches; small knife, 6¼ inches. Large knife, saber type ground blade for durability. Length of blade, 4½ inches. Blade of smaller knife is 3 inches long. Individually packed; weight, 1½ lbs.

No. **330-333** Combinations .....Each **6.00**

Knife-Axe Combination Sets

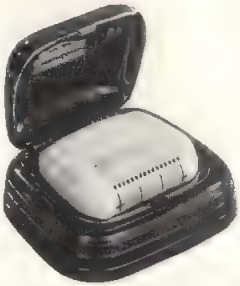


Designed for sportsmen who demand the finest hunting knives. Yellow mottled handle and black knob. Has brass and colored fiber trim and 5 inch swedge back blade with heavy brass safety guard. Axe perfectly balanced for chopping. Embossed leather sheaths. Packed singly. Weight, 1½ lbs.

No. **MY65** Combinations, complete .....Each **10.00**

Sunbeam Shavemasters

Model W



- **AC-DC Motor**
- **Single Head**
- **Compact Armature Type Motor**
- **Single Hollow Ground Cutter**
- **Light-Weight Construction**
- **Attractive Carrying Case**
- **Easy to Handle**

Entirely new shape, easier to handle and is smaller and lighter in use. Large size single head is twice as wide as conventional shavers and has more than twice as many openings or cutting edges than former Shavemasters. More than 1700 holes are actually closer together than whiskers on the average man's face. Easy to handle shape fits every curve of the face and insures smooth and comfortable shaving at all times.

Compact, 110-120 Volt AC-DC armature type motor provides ample and instantaneous power at all times. Crankshaft drive operates cutting mechanism. Light-weight sturdy Nylon connecting rod outlasts metal.

Graduated hair openings along cutter edge allows for equal satisfactory service against both long and short hair. Does a clean job on all beards.

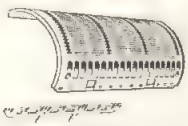
Complete with attractive carrying case with self-contained cord holder concealed in bottom. Durable for traveling or for keeping razor dust free while at home.

Packed six razors in a shipping carton, weight, 10 lbs.

Model **W** Shavemasters .....Each **24.50**

Shavemaster Replacement Cutter Sets

No. 1750—For Model W Shavemaster



Hollow ground cutter with double edges. Thin screen with 1750 holes to pick up beard. Packed individually.
No. **1750** Comb and Cutter Sets.....Each **2.00**

No. 840—For Model S Shavemaster

Same as above only with 840 hole screen. Hollow ground cutter with double edges. Packed individually.
No. **840** Comb and Cutter Sets.....Each **1.75**

No. 475—For Model R Shavemaster

Same as above only with 475 hole screen. Hollow ground cutter with double edges. Packed individually.
No. **475** Comb and Cutter Sets.....Each **1.35**

IMPERIAL JACKMASTER POCKET KNIVES

No. JM904SS Sportsmaster

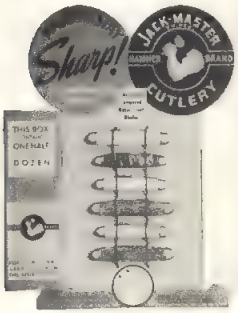
Two bladed fish knife; length 5 in. with full nickel bolsters and brass linings. Has high carbon stainless steel steel blades and springs; imitation pearl handles.

One large cutting blade and one combination hook remover and fish scaler; furnished with leather case.

Packed 6 in a box with display card. Unit wt. 1¾ lbs.

No. **JM904SS** Fish Knives .....per Doz. **40.00**

No. JM83 Pen Assortments



Medium sized pen knives. Lgths. 2¾ and 3⅛ in., straight pattern. Full nickel type bolsters. Master spear and pen blading. Handles in assorted colors. High grade cutlery steel.

Packed 1 doz. to display card.

Weight per assortment, 1 lb.

No **JM8-3** Assortments .Ea. **8.00**

No. JM82 Barlow Assortments

2 Blade, Medium Size

Knives measure 3⅛ inches in length and are made with nickel bolsters; blading is clip and pen.

2-blades made from special high carbon cutlery steel.

Handles are in assorted colors and imitation pearl.

Knives are packed each in an individual box; 12 boxes to the carton.

Weight per dozen, 1⅝ pounds.

No. **JM82** Jack Knife Assortments ..**Ea. 8.00**

No. JM1499-157 Sportsmasters

Outdoor Knives

Assortment of switch blade knives with full nickel type bolsters. Length 4¼ in.

Blades are of high carbon cutlery steel, master clip design.

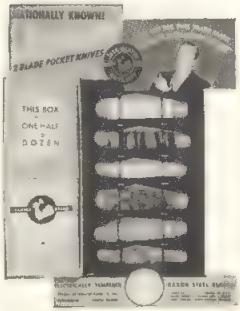
Knives are packed one dozen to an attractive display card and have colored and imitation pearl handles.

Weight per assortment, 1¾ lbs.

No. **JM1499-157** Sportsmaster Assments .Ea. **9.00**

No. JM84 Jack-Masters

In Assortments



Medium sizes assorted with two blade jacks. Made in lengths 2¾ and 3⅛ in., full nickel type bolsters. Patterns assorted, straight and serpentine. The blading is master clip and pen.

Blades are high carbon cutlery steel with handles in assorted imitation pearl and colors. Packed 1 doz. to display card. Weight per assortment 1⅞ pounds.

No. **JM-84** Jack-Master Assortments.....Each **8.00**

No. JM Midget Assortments

Miniature knives; lengths 2, 2¼ and 2⅛ inch Midget: Jack, Switch and Crossbar. Made with full bolsters. High carbon steel blades, assorted master spear and clip. Assorted colored and imitation pearl handles.

No. **JM** Midget Assort. 1 Doz. (Wt. ⅝ lb.) .Each **8.00**

MEN'S Optima WATCHES

BECKEN

A9W1. 17 Jewels. List..... ....**$34.50**

Yellow rolled gold plate stainless steel back case, high domed crystal, raised figure dial, gold filled expansion bracelet, attractive two color plastic gift box.

B9W2. 17 Jewels. List.....**$28.00**

Yellow rolled gold plate stainless steel back case, high domed crystal, full luminous dial, quality leather strap, attractive two color plastic gift box.

C9W3. 17 Jewels. List.. .. . . **$31.50**

Yellow rolled gold plate stainless steel back case, high domed crystal, rhinestone set dial of round and baguette stones, quality leather strap, attractive two color plastic gift box.

D9W4. 17 Jewels. List.....**$28.00**

Yellow rolled gold plate stainless steel back case, high domed crystal, raised figure dial, quality leather strap, attractive two color plastic gift box.

E9W5. 17 Jewels. List.... ..... **$28.00**

Yellow rolled gold plate stainless steel back case, high domed crystal, raised figure dial, quality leather strap, attractive two color plastic gift box.

F9W6. 17 Jewels. List..... .**$34.50**

Chrome top stainless steel **wrench** back, full luminous figure dial, red sweep second hand, quality leather strap, attractive two color plastic gift box.

G9W7. 17 Jewels. List.....**$28.00**

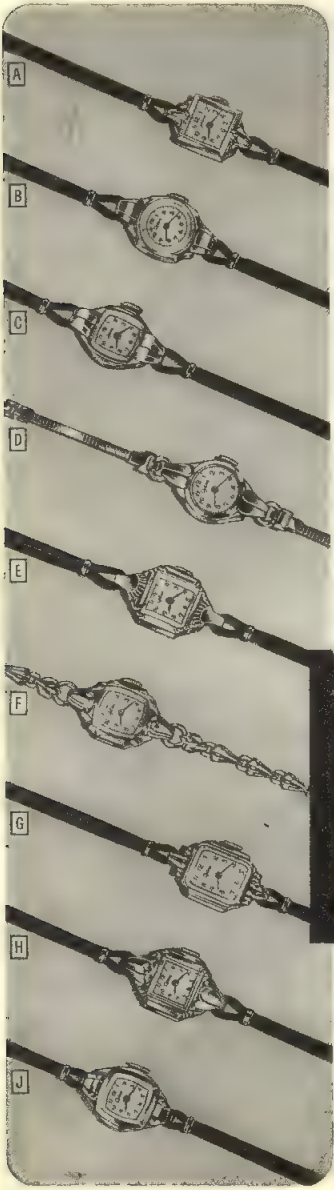
Yellow rolled gold plate stainless steel back case, high domed crystal, raised figure dial, quality leather strap, attractive two color plastic gift box

H9W8. 17 Jewels. List..... **$39.50**

Yellow or Rose color stainless steel **wrench** back cases full luminous figure dial, red sweep second hand, quality leather strap, attractive two color plastic gift box. State color desired.

ALL OPTIMA WATCHES SUPPLIED IN TWO COLOR PLASTIC GIFT BOX AS SHOWN. CASED AND TIMED IN U.S.A.

Developed over many years, all Optima Watches have high-grade movements and many features that make them fine timekeepers. You can recommend and sell the Optima line with confidence. It is made right, and styled right.



LADIES' Optima WATCHES

A8W1. 5 Ligne, 17 Jewels. List.....**$42.00**
Yellow 14k gold case, heavy crystal, raised figure dial, black silk cord, attractive two color plastic gift box.

B8W2. 6x8 Ligne, 17 Jewels. List.....**$38.50**
Yellow 14k gold case, heavy crystal, raised figure dial, black silk cord, attractive two color plastic gift box

C8W3. 6x8 Ligne, 17 Jewels. List.....**$38.00**
Yellow 14k gold case, domed crystal, raised figure dial, black silk cord, attractive two color plastic gift box.

D8W4. 17 Jewels. List.....**$32.50**
Yellow rolled gold plate stainless steel back case, bulls eye crystal, gold filled flat snake bracelet, raised figure dial, attractive two color plastic gift box

E8W5. 17 Jewels. List.....**$30.00**
White rolled gold plate stainless steel back case, domed crystal, raised figure dial, black silk cord, attractive two color plastic gift box

F8W6. 17 Jewels. List.....**$32.50**
Yellow rolled gold plate stainless steel back case, domed crystal, raised figure dial, gold filled fancy link bracelet, attractive two color plastic gift box

G8W7. 17 Jewels. List.....**$32.00**
Yellow rolled gold plate stainless steel back case, heavy crystal, raised figure dial, black silk cord, attractive two color plastic gift box

H8W8. 17 Jewels. List.....**$31.00**
Yellow rolled gold plate stainless steel back case, heavy crystal, raised figure dial, black silk cord, attractive two color plastic gift box

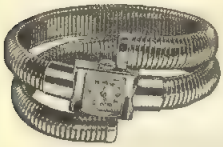
J8W9. 17 Jewels. List.....**$30.00**
Yellow rolled gold plate stainless steel back case, heavy crystal, raised figure dial, black silk cord, attractive two color plastic gift box

K8W10. 17 Jewels. List.....**$29.20**
Yellow rolled gold plate stainless steel back case, raised figure dial, regular second hand, quality leather strap, attractive two color plastic gift box.

L8W11. 17 Jewels. List.....**$27.50**
Yellow rolled gold plate stainless steel back case, raised figure dial, regular second hand, black silk cord, attractive two color plastic gift box.

M8W12. 17 Jewels. List.....**$33.90**
Chrome top stainless steel **wrench** back case, full luminous dial and hands, red second hand, quality leather strap, attractive two color plastic gift box, makes fine nurse watch.

BECKEN OPTIMA AND HEYWORTH NOVELTY WATCHES



DOUBLE SNAKE BRACELET

10W1 .. .. **$47.70**

1/20 12k yellow gold filled flexible double bracelet 17 jewels Raised figure dial Gift box

LONVILLE TIME LIGHTER

10W2 ..... **$31.00**

White dust cloth to be used with an electric lighter design A handy cigarette lighter with a 7-jewel watch in the center Attractively boxed.

BANGLE BRACELET

10W3 .....**$38.70**

Yellow joint 1 bracelet with safety chain 17 jewels Raised figure dial Gift box

SINGLE SNAKE BRACELET

10W4 ... .**$43.20**

1/20 12k yellow gold filled flexible bracelet 17 jewels Raised figure dial Gift box.

TIME MONEY CLIP

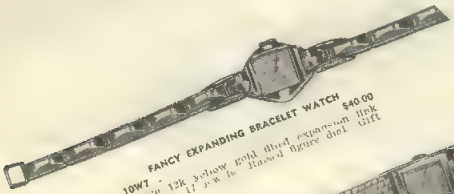
10W5 ..... **$38.00**

1/20 12k yellow gold filled money clip with a 17-jewel watch in the center Raised figure dial Gift box.

BANGLE BRACELET

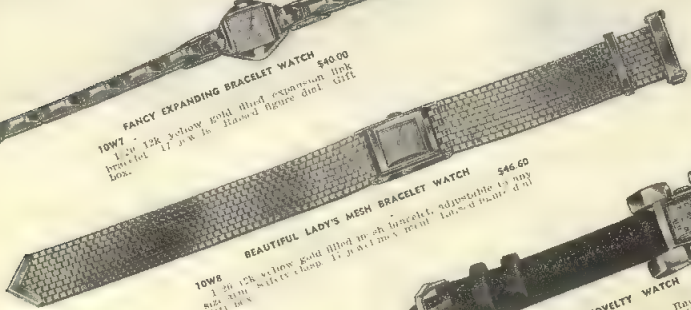
10W6 ..... **$32.80**

Yellow double joint bracelet with safety chain 7 jewels Raised figure dial Gift box.



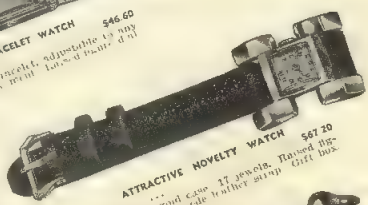
FANCY EXPANDING BRACELET WATCH $40.00

10W7 Lady 12k yellow gold filled expansion link bracelet 17 jewels Raised figure dial Gift box.



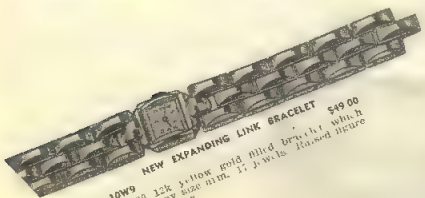
BEAUTIFUL LADY'S MESH BRACELET WATCH $46.60

10W8 1/20 12k yellow gold filled mesh bracelet, adjustable to any size arm Safety clasp 17 jewels Raised dial Gift box



ATTRACTIVE NOVELTY WATCH $67.20

10W10 ... 14k yellow gold case 17 jewels Raised figure dial Black suede leather strap Gift box



NEW EXPANDING LINK BRACELET $49.00

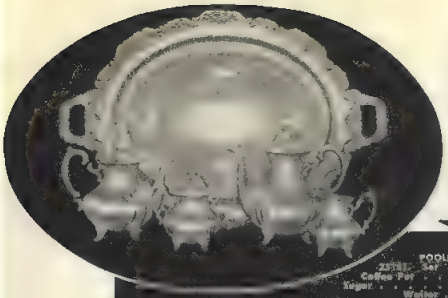
10W9 12k yellow gold filled bracelet which will fit any size arm. 17 jewels Raised figure dial. Gift box

NEW, AND BEAUTIFUL! $67.20

10W11 14k yellow gold case 17 jewels Raised figure dial Black suede leather strap Gift box

ALL PRICES QUOTED ARE KEYSTONE AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

HOLLOW WARE *by* POOLE



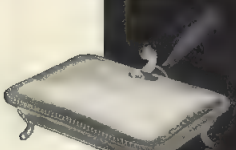
POOLE LANCASTER ROSE SERVICE
25182. Set $240.00
Coffee Pot . . $51.60 Tea Pot . . . $48.00
Sugar . . . . $27.00 Creamer . . . $23.40
Waiter $90.00
This is the newest of the ever popular Poole Tea Services, the design is authentic, based on the original of the House of Lancaster, the English rose. Tray is 28 inches long, not including handles and is silver plated on copper. Coffee and tea pots have extra capacity, sugar and creamer and stand it desired. All pieces silver plated on nickel silver except tray, supported round of set. $200.00

POOLE SUGAR, CREAMER & TRAY
25182. Set $18.00
Tray $2.00
Sugar & Creamer $9.00
Tray is 9 inches long with chased center. Sugar and creamer, silver lined. Silver plated on copper.
Suggested retail $10.00

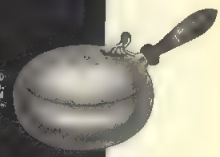
POOLE ICE BUCKET
25183. Each $19.80
A new guaranteed unbreakable liner is the feature of this new ice tub. Keeps ice for 10 hours. Silver plated on copper.
Suggested retail $16.50

POOLE SUGAR, CREAMER & TRAY
25184. Set $21.60
Tray is 12 inches long and beautifully chased. Sugar and creamer gold lined. Silver plated on nickel silver.
Suggested retail $18.00

POOLE COMPOTE
25185. Each $9.00
Diameter 6½ inches, height 4½ inches. Gadroon border. Silver plated on nickel silver.
Suggested retail $7.50



POOLE SILENT BUTLER
25156. Each $15.00
Large oblong size with four legs, engraved crest and walnut handle. Gadroon border. Silver plated on copper.
Suggested retail $12.50



POOLE ROUND SILENT BUTLER
25157. Each $9.00
Makes a popular gift item. Large capacity, engraved crest and walnut handle. Silver plated on copper.
Suggested retail $7.50

POOLE SALT & PEPPER SHAKERS
25158. Set $3.60
Floral pattern, three legs, heavily silver plated and gift boxed.
Suggested retail $3.00

POOLE SALT & PEPPER SHAKERS
25159. Set $3.60
Gadroon design. Heavily silver plated and gift boxed.
Suggested retail $3.00

The *New Exciting* AMERICAN PATTERN by POOLE

POOLE AMERICAN TEA SERVICE

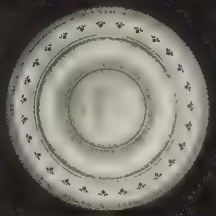
23281. Each $56.40
Wheat border, consists of 16" tray, 8 cup tea pot, sugar and creamer. All pieces except tray, silver plated on nickel silver. Tray on copper.
Suggested retail $47.00

POOLE AMERICAN DOUBLE VEGETABLE DISH

23282. Each $18.90
Wheat border. Length 12 inches. Silver plated on nickel silver.
Suggested retail $15.75

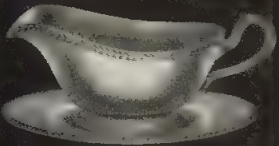
POOLE AMERICAN DOUBLE ENTREE DISH

23283. Each $30.00
Wheat border. Length 15 inches. Silver plated on nickel silver.
Suggested retail $25.00



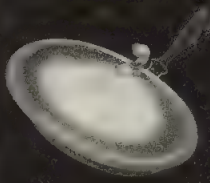
POOLE AMERICAN SANDWICH TRAY

23254. Each $11.40
Wheat border, pierced design. Diameter 11½ inches. Silver plated on nickel silver.
Suggested retail $9.50



POOLE AMERICAN GRAVY BOAT & TRAY

23255. Boat and tray . . . $18.90
Wheat border on boat and tray. Silver plated on nickel silver.
Suggested retail $15.75



POOLE AMERICAN MEAT PLATER

23256. Each $10.80
Wheat border, engraved crest, walnut handle, large size. Silver plated on copper.
Suggested retail $9.00

POOLE AMERICAN BON BON

23257. Each . . . $5.40
Diameter 6½ inches. Wheat motif border. Silver plated on nickel silver.
Suggested retail $4.50

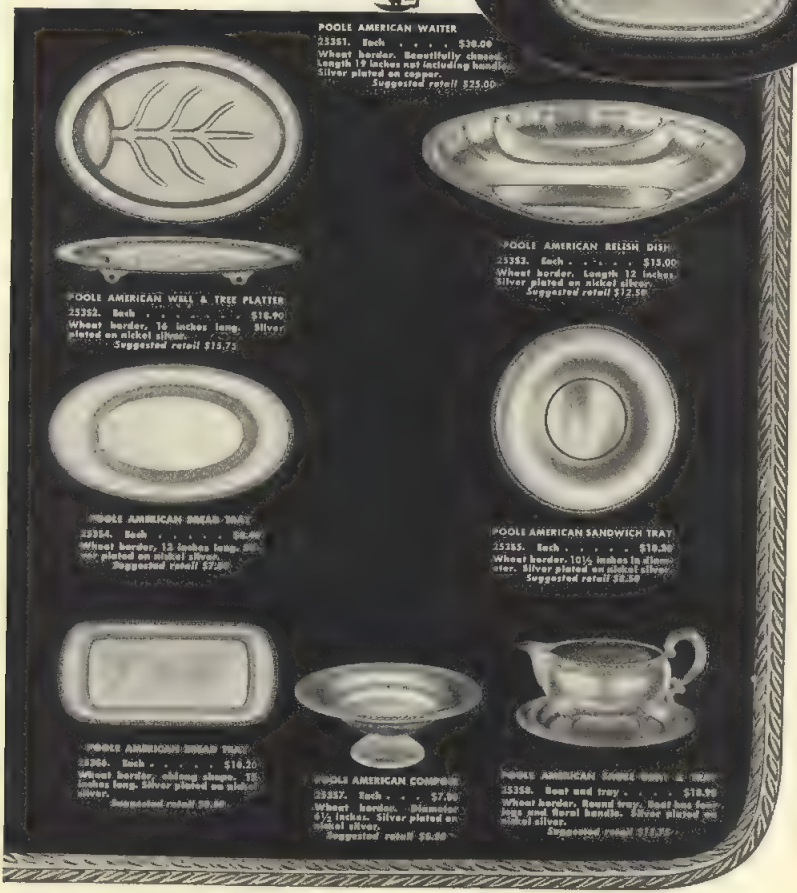
POOLE AMERICAN WATER PITCHER

23258. Each $18.90
Wheat border. Capacity 2 quarts. Silver plated on nickel silver.
Suggested retail $15.75

Prices subject to 20% Federal Excise Tax

The detail of the new Poole American Pattern is clearly defined in the borders of these two pages. Notice the simple beauty and expressive character of all the pieces on which this new exciting motif is used.

The *New Exciting* AMERICAN PATTERN by POOLE



POOLE AMERICAN WAITER
25351. Each $30.00
Wheat border. Beautifully chased. Length 19 inches not including handle. Silver plated on copper.
Suggested retail $25.00

POOLE AMERICAN RELISH DISH
25353. Each $15.00
Wheat border. Length 12 inches. Silver plated on nickel silver.
Suggested retail $12.50

POOLE AMERICAN WELL & TREE PLATTER
25352. Each $18.90
Wheat border, 16 inches long. Silver plated on nickel silver.
Suggested retail $15.75

POOLE AMERICAN BREAD TRAY
25354. Each $8.40
Wheat border, 12 inches long. Silver plated on nickel silver.
Suggested retail $7.00

POOLE AMERICAN SANDWICH TRAY
25355. Each $10.80
Wheat border. 10½ inches in diameter. Silver plated on nickel silver.
Suggested retail $8.50

POOLE AMERICAN BREAD TRAY
25360. Each $16.20
Wheat border, oblong shape. 15 inches long. Silver plated on nickel silver.
Suggested retail $13.50

POOLE AMERICAN COMPOTE
25357. Each $7.80
Wheat border. Diameter 6½ inches. Silver plated on nickel silver.
Suggested retail $6.50

POOLE AMERICAN SAUCE BOAT & TRAY
25358. Boat and tray $18.90
Wheat border. Round tray. Boat has fancy lugs and floral handle. Silver plated on nickel silver.
Suggested retail $15.75

Prices subject to 20% Federal Excise Tax

The detail of the new Poole American Pattern is clearly defined in the borders of these two pages. Notice the simple beauty and expressive character of all the pieces on which this new exciting motif is used.

BECKEN

STRUCTO

"LIVE-ACTION" TOYS

Because Children Like Them, Adults Buy Them

We honestly believe the twelve new STRUCTO numbers, tagged at phenomenally low prices will prove to be the "Sensation of the Show"! Don't miss seeing them!

18 NUMBERS...Jam-Packed with "Live-Action" Play Value

See them at the

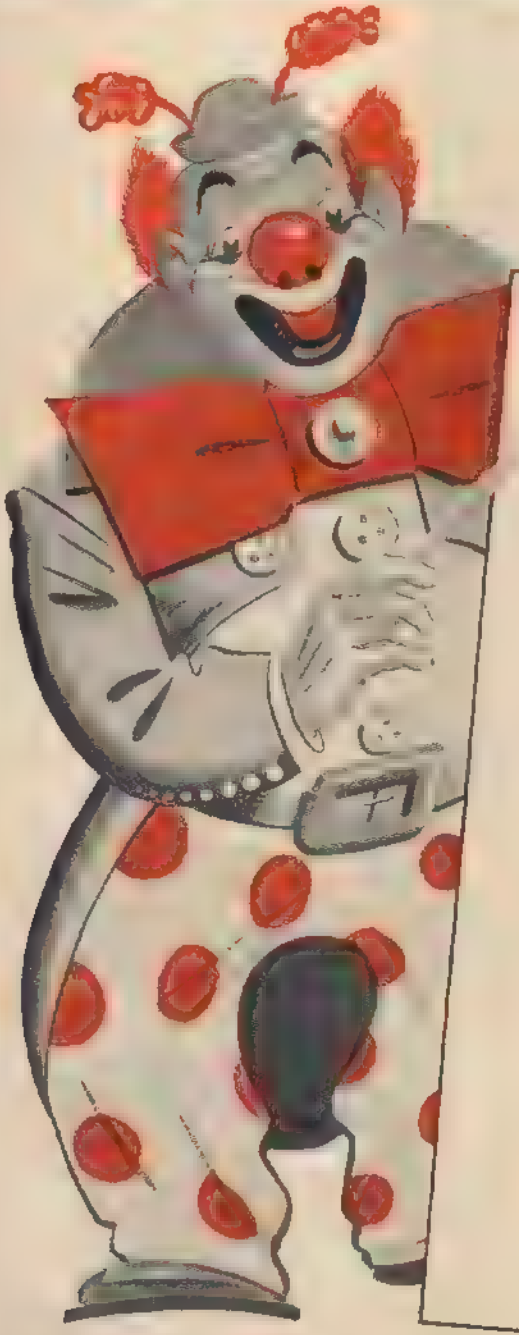
TOY FAIR

Permanent New York Office - Room 538, 200 Fifth Ave. Bldg.

Toy Fair Display - Rooms 525 and 526, Hotel New Yorker

STRUCTO MFG. CO. Main Office and Factory Freeport, Ill.

America's Foremost Manufacturer of Miniature Trucks and Construction Toys is Announcing 12 Sensational New Numbers at the TOY FAIR



STRUCTO TOYS
They're "Child-Conditioned"

12 BRAND NEW ADDITIONAL ITEMS
ALL WITH DIE-CAST ALUMINUM CABS AND CHASSIS+STEEL BODIES

- 4 "LIVE-ACTION" WIND-UP TOYS
  with new "FLUID-ACTION" Motor
- 4 CHILD-APPEALING PULL TOYS
  with built-in extra play value
- 4 HEAVY-DUTY TRAILER TRUCKS
  built to stand long hours of play

...and don't forget...

6 ALL-STEEL PULL TOYS
ALREADY PROFIT-PROVED IN THOUSANDS OF STORES

STRUCTO MFG. CO. • New York Office • 200 Fifth Avenue

We proudly present

the Duchess BRIDE

with the IRRESISTIBLE MOVING EYES

★ 7½" EXQUISITE DOLL PACKAGED IN SALES-GETTING ACETATE WINDOW BOX

★ BEAUTIFUL ALL PLASTIC BODY WITH MOVING ARMS, HEAD AND BLUE EYES

★ WEDDING GOWN OF SATIN AND LACE DECORATED WITH GOLD TRIM AND MOTHER OF PEARL FLOWERS

Catalog sent upon request

Duchess Doll

Sub-machine gun Shoots colorful sparks!

Above just like latest Thompson sub-machine gun—for Junior G-men! Pull at trigger releases volley of harmless, fiery sparks plus a sharp RAT A TAT-TAT! To "load" just keywind the clock spring motor. Colorful lithographed steel, grain stock and muzzle of detailed plastic. Size 35⅝-in. long 4¾-in. wide, 6-in. high. A favorite mode by Marx famous for almost real toys!

35 Y 5755E .. **1.85**

Shipping weight 3 pounds

Aldens complete police set 10 workable pieces for Jr.!

Right! Has everything Jr. needs to be a policeman! 10 thrilling pieces include 6½ in. long like-real 38 cal. Hub trooper metal toy gun; full grain "jeweled" leather holster; leather belt with strong metal buckle; safe metal handcuffs can't be locked accidentally; wood nightstick; whistle with detachable belt; captain's badge, three cartridges. Most thrills for Jr., plenty of action in Aldens like-real models.

35Y5738—Ship. wt. 1 lb. 12 oz. **2.49**

AT RIGHT—Low cost "shootin-iron" from the "west"—double and single holster sets!

TEXAN JR. PISTOL AND HOLSTER SETS 3.98 up

1. Aldens presents the sharpest-looking, sharpest-shooting six-shooter n' holster sets in "western" history! Savings priced—you can't lasso a better gift for Jr. cowhands at this price! Gun and holster beautifully and realistically patterned after a real cowboy's model! In single and double holster models. Detailed genuine leather holster about 10-in. long in long-lasting White finish. Decorated in true cowboy fashion with colorful reflectors, jewels, nailheads. Matching belt approximately 1⅜-in. wide. Fits 24-28-inch waist. Fancy and large 8-inch long Texan Junior nickel finished pistol is automatic break-action type for convenient "loading." Has pearl like plastic handle. He'll feel safe on the 1st make-pretend plains with one of these outfits. No better buy!

DOUBLE HOLSTER SET—2 guns, 2 holsters, belt, bullets.
35 Y 5791—Shipping weight 3 pounds ..... set 6.98

SINGLE HOLSTER SET—1 gun, 1 holster, belt, bullets
35 Y 5750—Shipping weight 1 lb. 12 oz. ..... set 3.98

TEXAN JR. PISTOL ONLY—8-in. break action type as above
35 Y 5726—Shipping weight 1 lb. 1 oz. ..... .98c

TEXAN JR. SET 4.98 up

2. Cowboys themselves don't have any fancier shootin' irons! Black and White genuine leather holster with Gold color pistol. 10-in. long holster sparked with "Gold" buttons, red reflectors. 1-in. wide belt fits 24 to 28-in. waist. 9⅝-in. long cast metal pistol finished in "Gold" plate. Engraved stock barrel. Plastic handles. Break action style.

35Y5792—Double set. 7.98
Shipping weight 3 pounds
35Y5789—Single set. .4.98
Shipping weight 1 lb. 12 oz.
35Y5787 Pistol only .1.49
Shipping weight 1 lb. 2 oz.

FINE LEATHER SET 5.98

3. Was there ever a cowboy-inclined lad who didn't want a "shootin' iron" of his very own? This set includes a 13½-in. long Brown holster in genuine leather. Decorated with tooled embossing. 2-in. wide belt fits 26 to 30-in. waist. The famous "Cowboy" pistol—Hubley cylinder-revolving break-action six-shooter 11½-in. long. Of strong alloy metal, nickel finished. Plastic handles.

35 Y 5788 set 5.98
Ship. wt. 2 lb. 2 oz.
35 Y 5744 Pistol only 1.98
Ship. wt. 1 lb. 7 oz.

New! Tex Gordon spurs!

69c pr.

A cowboy's finishing touch! Spurs with regular revolving star on back! Spurs made of durable metal alloy. For good, comfortable fit chain fits under arch, adjustable leather band across instep. Get a set for your boy today—most wanted accessory!

35 Y 5753...pair 69c
Ship. wt. 9 oz.

FRONTIER SMOKER PISTOL—EJECTS SMOKE 1.89

4. Looks real, feels real, has realistic action—every time trigger is pulled it ejects a puff of smoke! Smoke for 5000 shots provided. Completely harmless. 10¼-in. pistol of strong Zamak in bright plated finish.

35Y5790—Use standard 50 shot roll of caps. Wt. 1 lb. .1.89

RED RANGER ROUNDUP 2-GUN SET 1.98

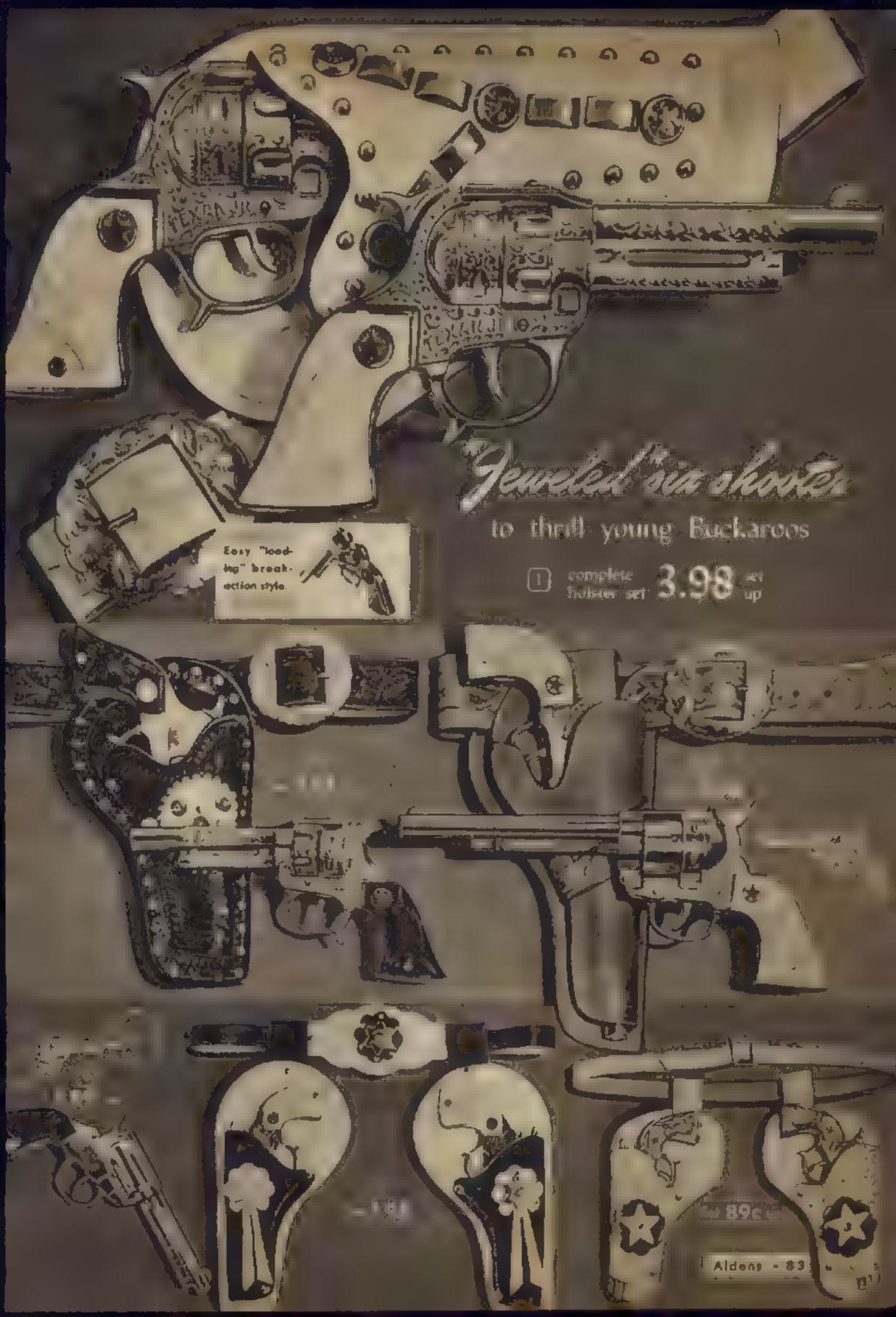
5. Double-holster gift! Two 8-in. silver-finish repeating guns in Black and White leather holsters. Star badge on each. ¾-in. wide split-leather belt fits to 32-in. waist.

35 Y 5780—Shipping weight 1 lb. 10 oz. 1.98

"STAR" DOUBLE AND SINGLE HOLSTER SET 89c up

6. Genuine leather holsters about 7¾-in. long in Red and White. 1-in. wide split leather belt fits up to 26-in. waist. Adjustable 6¾-in. long pistol of lightweight alloy.

35 Y 5736—Double holster set. Ship. wt. 1 lb. 2 oz. 1.69
35 Y 5735—Single holster set. Ship. wt. 11 oz. ..... .89c


Jeweled six shooter
to thrill young Buckaroos
complete holster set 3.98 set up
Easy "loading" break-action style
Aldens - 83

Air rifles

for active boys

CHIEFTAIN AIR RIFLE 11.95

1. Shoots .250 cal. shot. Tempered steel barrel. Rocky Mt rear sight, elevation reg., blade front sight, positive safety, walnut-type stock. 36½ in. long
36 Y 8000E—Ship. wt. 9 lb. Mail. 11.95
SMASHING 250 Cal Pellets Box of 200
36 Y 8235—Ship. wt. 6 oz. 98c

DAISY SINGLE SHOT 1.79

2. Small, lightweight, break action easy for younger boys to handle Blued metal with wood stock. 31 in., long Tube shot incl. Bargain for youngsters
36 Y 8170E—Ship. wt 4 lb. 1.79

DAISY CARBINE 4.59 up

3. Carbine with Scope target set, 1000 shot, lever action, mounted 2-power telescope, elevation adjustment. Walnut finish, pistol-grip stock. Quick-load magazine, target, supply of BB's "Scope Dope," Shooting manual
36 Y 8179E—Ship. wt. 7 lb. 6.95
Daisy Carbine, no scope. See above
36 Y 8180E—Ship. wt. 4 lb. 4.59

DAISY PUMP-ACTION 6.50

4. Daisy repeater, one bolt take-down model; adjustable sights, forced feed. 37-in. long. Blued steel, Dandy model.
36 Y 8174E—Ship. wt. 5 lb. 6.50

DAISY TWIN-BARREL 9.19

5. Pump gun, use one barrel for BB's outdoors, quick-change barrels, shoot harmless giant cork "BB's" indoors Includes 2-power scope, 350 BB's, 10 cork BB's, 6 targets, target cards, Marksmanship manual, Scope Dope
36 Y 8181E—Ship. wt. 9 lb. 9.19

'10 Paks Daisy BB's, total 1750 shots.
36 Y 8189—Ship. wt. 1 lb. 10 oz. . .45c

Target pistols

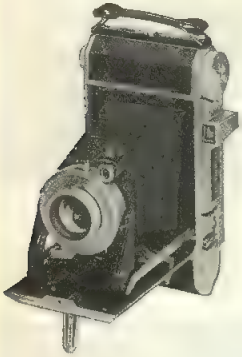
DAISY "TARGETEER" SET 2.79

6. Daisy pistol set with 10-in. blued steel air pistol easily spring cocked (cocks like a "45")—adequate speed for accuracy, with backstop, 2 metal spinner targets, 25 Bulls Eye target cards, 400 shot.
36 Y 8185—Shipping weight 1 lb. 8 oz. 2.79
5 tubes shot, 400 per tube, for Targeteer.
36 Y 8191—Shipping weight 1 lb. . . . .

DAISY "TARGETTE" SET 4.69

7. Marksmanship set includes larger plastic gallery and spinner targets. Daisy air pistol is chrome steel plated, 10 inches long. Slot in gallery holds pistol legs hold shot cans. 800 rounds tiny BB's
36 Y 8188—Shipping weight 2 lb. 2 oz. 4.69
5 tubes shot, 400 per tube
36 Y 8191 Shipping weight 1 lb. 69c

UNIVERSAL ROAMER FOLDING CAMERAS



ROAMER I

SPECIAL FEATURES OF THE ROAMER CAMERAS

- Automatic Self-Cocking Shutter
- Dual Film Use—Uses standard 120 or 620 film
- Automatic Film Roll Adjustment
- Telescopic Eye Level View Finder
- Waist Level View Finder
- Built-In Flash Synchronizer
- All Aluminum die cast construction
- Automatic Front Cover Release Button
- Folding Release Lever
- Built-In Cable Release Socket
- Two Tripod Sockets

ROAMER I

- Coated Achromat Lens
- Distance Focusing—5 feet to infinity
- Durable Grain Covering
- Satin Finish Aluminum

332P1. List, Each **$42.50**
Retail, $29.75

NO CAMERAS SENT ON APPROVAL

Flash Cable Adapter

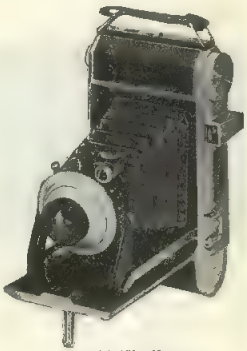
Used with Photoflash unit for Roamer I, Roamer II, and Roamer 63.

332P3. List, Each **$2.74**
Retail, $1.95

ROAMER 63

- 6.3 Coated Anastigmat Lens, color corrected
- Speeds—1/25 to 1/200th of a second and bulb
- Unique Trigger Release
- Distance Focusing—4 feet to infinity
- High Lustre Aluminum Finish

332P2. List, Each **$54.30**
Retail, $38.00



ROAMER 63

UNIVERSAL PHOTOFLASH UNIT

Enables you to get those "impossible" night pictures. Stops fast action shots even in total darkness. Slips into clip of built-in photoflash synchronizer of all Universal Cameras.

Retail, $7.30

332P5. List, Each **$10.86**

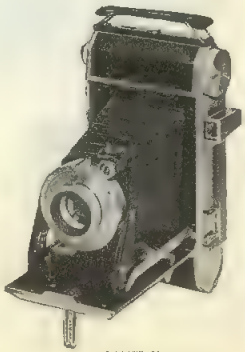
Leather Eveready Carrying Case, with shoulder strap. For Roamer.

332P4. List, Each **$10.50**
Retail, $7.50

ROAMER II

- f4.5 Coated Anastigmat Lens, color corrected
- Speeds—1/25 to 1/200th of a second and bulb
- Unique Trigger Release
- Distance Focusing—4 feet to infinity
- High Lustre Aluminum Finish

332P6. List, Each **$68.58**
Retail, $48.00

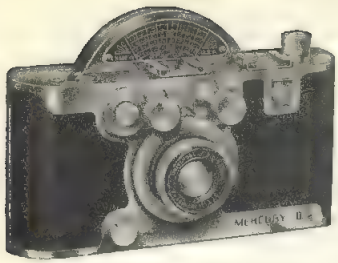


ROAMER II

UNIVERSAL CAMERAS

BECKER

THIS MERCHANDISE NOT SENT ON APPROVAL



MERCURY II

EXTREME DEPTH OF FOCUS—35 mm. focal length lens gives greater depth of field. Film is 15 mm. closer to lens than in ordinary 35 mm. film cameras—resulting in pictures clear and true right out to the edges, sharp in both background and foreground.

SUPERB ALL-METAL ROTARY FOCAL PLANE SHUTTER insuring accurate shutter speeds to 1/500th of a second. Designed to give the maximum efficiency possible.

SUPERB LENS ACCURACY—Due to Universal skills and methods developed in producing lenses to microscopic tolerance for Army and Navy. All lenses are coated for transmission of more light—cuts down glare and reflections.

INTERCHANGEABLE LENSES—Tricor, Hexar and Telephoto lenses interchange easily and quickly.

BUILT-IN PHOTOFLASH SYNCHRONIZER—Automatically and accurately synchronized with shutter. It permits fast action shots even in total darkness.

AUTOMATIC EXPOSURE COUNTER—Shutter winding knob automatically resets the shutter, counts exposures and transports the film—all in one operation.

AUTOMATIC FILM TRANSPORT—Foolproof device makes double exposures impossible. Film is transported quickly, smoothly. After the picture is snapped the shutter release is automatically locked until film is transported into position for next picture.

HELICAL FOCUSING MOUNT. This mount has 17 graduations from 18 inches to infinity. Eliminates the need for portrait adjustments.

BUILT-IN EXPOSURE CALCULATOR—Integrates numerous factors affecting exposure, film speed, filter factor, season, subject, weather, time of day. Almost thinks for you!

FILMINDER—Exclusive feature which tells at a glance whether the camera is loaded, which type of film, whether fast or slow, black and white or color, 18-exposure or 36-exposure.

FILM ECONOMY—Uses standard 35 mm. black and white or color film cartridges same as negative size is used for projection of motion pictures in your local theatre. By using only single frame, MERCURY II gives 32 negatives with 18-exposure rolls, 65 negatives with 36-exposure roll—cuts color photography costs almost in half!

LIGHTWEIGHT ALUMINUM CASE. This all-leather covered handsomely styled case is of extremely light weight, a great help for ease in handling and carrying. Hinged back provides quick, easy loading.

Retail $82.90

333P1. Each, list **$118.42**

MERCURY CARRYING CASE

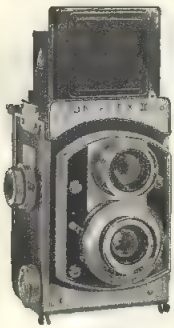
333P2. Each, list . . . . . **.$10.14**

Retail $7.25

MERCURY EXPOSURE METER

333P3. Each, list . . . . . **.$4.00**

Retail $2.85



UNIFLEX I AND II

- Front surface reflex mirror
- Ground Glass focusing viewer
- Hi-power magnifying glass
- Direct viewer
- Movable Lens Platform
- Automatic Uni-Hood Operation
- Focusing from 3 feet to Infinity
- 2¼x2¼" picture size
- Premium Film Economy—12 exposures on 8 exp. roll.
- Dual Film Use—uses 120 or 620 size film
- Built in flash synchronizer
- All aluminum die-cast construction
- Morocco grain covering

UNIFLEX II

- Coated f3.8 viewing lens
- Coated f4.5 picture-taking lens
- Shutter speeds 1/10th to 1/200th of a second, time and bulb
- Unitary focusing

333P4. Each, list . . . . . **.$107.18**

Retail $75.00

UNIFLEX I

- Coated f4.5 viewing lens
- Coated f5.6 picture-taking lens
- Shutter speeds 1/25th to 1/200th of a second
- Unitary Focusing

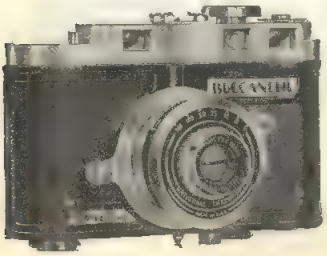
333P5. Each, list . . . . . **.$78.58**

Retail $55.00

UNIFLEX EVEREADY LEATHER CASE

333P6. Each, list . . . . . **.$13.94**

Retail $9.95



BUCCANEER

In all hands the Buccaneer is a truly capable performer . . . fully equipped, fully keyed to cover the thrill of any photographic assignment thoroughly and expertly. Has all equipment for hair fine exposure with 35 mm color or black and white film in standard cartridges . . . coupled all-metal range-finder and view finder . . . built-in extinction type exposure meter, built-in calculator . . . built in flash synchronizer . . . versatile shutter speeds from 1/10 to 1/300th of a second. All controls are set to handle those "quickie" shots . . . no pauses to look for knobs to turn . . . the special automatic film transport relieves all double exposure worries . . . coated f3.5 lens assures all-purpose coverage.

Retail $65.00

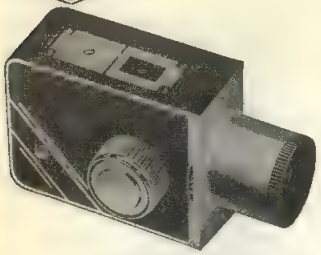
337P7. Each, list **$94.82**

BUCCANEER CARRYING CASE

333P8. Each, list . . . . . **.$10.14**

Retail $7.25

NEW TYNAR CAMERA!



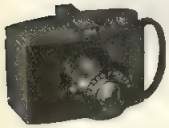
Above Photo Actual Size of Tynar Camera

FEATURES:

- Automatic, finger-tip lens opening control! f6.3 for dull days and color
  f11 for hazy days
  f16 for bright days
- Features Tynar Achromatic Lens—comparable to those used in the most expensive cameras—precision-set to 1/1000 of an inch fully color-corrected!
- Tynar's photographic characteristics are comparable to fine, expensive Tessar Lens.
- While not a telephotic lens the Tynar has the characteristics of telephoto lens
- Calibrated, constant speed shutter—comparable to those on $300.00 cameras!
- Parallax corrected finder—to assure centering of images and perfect composition!
- No threading—MAGAZINE LOAD!
- Automatic frame counter!
- Direct-vision view finder! • Fixed focus!
- Rapid-fire shooting—snaps 14 pictures in 24 seconds!
- Print size—2¼ x 3¼!
- No double exposure—anytime!
- Retail $7.95 each!

334P1. List, each (less than one dozen) **$10.50**
334P2. List, each (one dozen or more) **10.00**
Leather Carrying Case, Retail $2.50
334P3. Case. List **3.00**
Tynar Film Magazines, Each, Retail $0.50
334P4 Film—per dozen. List. **7.80**
334P5. Film—package of three dozen. List. **21.60**

ANSCO CAMERAS



ANSCO PIONEER 20 AND 16 CAMERAS FEATUURES

Lens and Shutter. Positive meniscus lens. Single leaf shutter for instantaneous exposures.

Focusing Range. Fixed focus, for pictures of satisfactory definition from approximately 6 feet to infinity.

Shutter Release. Lever type, mounted in plastic shutter housing unit.

View Finder. Enclosed eye-level optical type finder centrally located above camera lens to eliminate parallax at normal working distances

Picture Size. PB20 Pioneer -8 pictures 2¼ x 3¼ inches on 620 (PB20) roll.

334P6. **Pioneer 20.** List, each **$11.62**
Retail $7.95

334P7. **Pioneer 16.** List, each. **13.10**
Retail $8.95

334P8. Flash Unit. List, each. **3.32**
Retail $2.28

ANSCO TITAN 20

- Coated f4.5 anastigmat lens
- Accurate set-and release type shutter with speeds to 1/400 second and built-in flash synchronization
- Unique color-coded zone focusing indicator
- All-metal body construction
- Grained genuine leather covering
- Pictures 2¼ x 3¼ inches in black and white or color
- Retail $89.36

334P12. Each, list **$139.98**
334P13. Carrying Case. Each, list. **11.26**
Retail $7.50

ANSCO SHUR SHOT 20 CAMERA FEATURES

Lens and Shutter. Single meniscus lens. Rotary shutter

Focusing Range. Fixed focus, for all distances from approximately 6 feet to infinity

Shutter Release. Simple lever type.

View Finders. Individual reflecting type brilliant view finders, for horizontal and vertical pictures.

Picture Size. 8 pictures 2¼ x 3¼ inches on 120 roll

334P9. List, each **$6.94**
Retail $4.95

ANSCO REDIFLEX CAMERA
FEATURES

Lens and Shutter. Special f11 twin element taking lens gives sharper pictures and eliminates distortion. Automatic spring-type shutter with built-in flash synchronization for type "M" flashlamps. Two-position setting for snapshot and variable (bulb) exposures.

Focusing Range. Fixed focus for all distances from 9 feet to infinity

Subject Finder. Brilliant reflecting type finder 1⅞ inches square at top of camera and folding metal light shield makes subjects easier to see.

Picture Size. 12 pictures 2¼ x 3¼ inches on 620 roll

334P14. List, each **$20.46**
Retail $13.95

334P15. Flash Unit. List, each **4.94**
Retail $3.21

ANSCO FLASH CLIPPER CAMERA FEATURES

Lens and Shutter. Special double f11 lens eliminates distortion. Automatic shutter for snapshot and "bulb" exposures. Built-in flash synchronization

Focusing Range. Fixed focus, for pictures of sharp definition from approximately 6 feet to infinity.

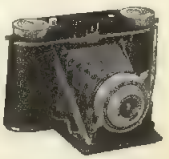
Shutter Release. Finger-tip control conveniently located on front standard

View Finder. Enclosed eye-level optical type finder centrally located above camera lens.

Picture Size. 16 pictures 2⅛ x 2⅛ inches on 616 roll

334P10. List, each **$21.58**
Retail $13.75

334P11. Flash Unit. List, each. **6.22**
Retail $4.03



ANSCO SPEEDEX 20

- Coated f6.3 anastigmat lens
- Self setting shutter provides accurate automatic speeds of 1/100, 1/50, and 1/25 second, plus time and is equipped with built-in flash synchronization
- Rich black grained body covering with chrome trim
- Pictures 2¼ x 2¼ inches in black and white or color
- Retail $14.91

334P16. Each, list **$70.34**
334P17. Carrying Case. Each list. **10.12**
Retail $6.75

HAPPI-TIME Dolls

REG. U.S. PAT. OFF.

with voices! Our best values in 7 years! Richly dressed Babies with magic rubber skin . . molded rubber wetting Dolls

(DESCRIBED ON FACING PAGE)

Every price reduced on these Happi-Time Dolls with soft, life-like Magic Rubber Skin!

(ILLUSTRATED ON OPPOSITE PAGE)

Finely detailed durable molded plastic heads | Sparkling go-to-sleep eyes . . . real lashes | To clean, just sponge doll off with soapy water | Petal-soft skin of rubber, arms, legs jointed

We sincerely believe these Happi-Time Dolls with Magic Rubber Skin are the finest money can buy! Priced for lower than a year ago! Everything little "mothers" look for in a doll

Was ~~$3.99~~ **$3.84** 49 N 3650

- Wonderfully warm, cuddly body, arms and legs are covered with petal-soft magic rubber skin that's just like real
- Washable! Sponge dolly off with soapy water to keep her clean.
- Soft cotton and foam rubber stuffed body, jointed arms, legs.
- Durable molded realistically detailed plastic head tilts and turns
- Expressive go-to-sleep glassene eyes, realistic long, silky lashes
- Caress her . . . hear the sob or cry of her sensitive coo-type voice.
- Each doll beautifully attired in richly trimmed organdy dress . . . wears cotton slip, diapers, rayon socks, imitation leather shoes.

A **Our finest Happi-Time Magic Rubber Skin Doll with curly mohair wig, lustrous spun rayon coat, bonnet.**

49 N 3670—14-inch doll. Shpg. wt. 1 lb. 12 oz. (*Was $7.99*) **$7.49**

49 N 3671—16-inch doll. Shpg. wt. 2 lbs. 4 oz. (*Was $9.99*) **$8.49**

B **Happi-Time Magic Rubber Skin Doll with curly mohair wig.**

49 N 3660—14-inch doll. Shpg. wt. 1 lb. 8 oz. (*Was $5.99*) . . **$4.89**

49 N 3661—16-inch doll. Shpg. wt. 2 lbs. 6 oz. (*Was $7.99*) **$6.79**

C **Happi-Time Magic Rubber Skin Doll with molded hair.**

49 N 3650—14-inch doll. Shpg. wt. 1 lb. 10 oz. (*Was $5.99*). **$3.84**

49 N 3651—16-inch doll. Shpg. wt. 2 lbs. 4 oz. (*Was $5.99*) **$5.49**

Happi-Time Mohair Wig Magic Skin Baby with Layette, Case

D ***PRICES REDUCED!*** **You save 52c on 14-inch size, 46c on 16-inch size!** Each of these **mohair wig** dolls has a complete wardrobe packed in *canvas-effect carrying case.* Petal-soft magic rubber skin body is stuffed with foam rubber and cotton. Jointed arms and legs. Nicely molded plastic head tilts and turns. Expressive sleeping eyes of glassene; realistic lashes.

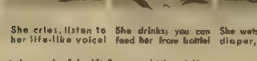
Same quality was ~~$3.49~~ **$2.97** 14-inch size

Press her tummy gently and she sobs . . . press hard and she cries! She wears a knit shirt and diapers. *Layette* consists of beautiful organdy dress with matching frilly bonnet, cotton slip, rayon socks, imitation leather shoes, cotton jacket, bar of soap, six clothespins, stomach band, cotton nightie and 3 powder puffs.

49 N 3680—14-in doll. Wt. 5 lbs. (*Was $9.49*) **$8.97**

49 N 3681—16-in doll. Wt. 6 lbs. (*Was $11.25*). **$10.79**

Prices cut on Happi-Time Drink-Wet-Cry Baby with Layette, Case!



She cries, listen to her life-like voice! | She drinks; you can feed her from bottle! | She wets. Change her diaper, bathe her.

- **A wonderful gift for any little girl!**
- She drinks . . . wets . . . cries when you fondle her!
- Life-like molded plastic head turns, is almost unbreakable. Go-to-sleep glass eyes, realistic lashes.
- Flesh-like molded rubber body; jointed arms, legs.

Was ~~$8.85~~ **$6.95** 13½ inch size

E **Feed her from her own little bottle and she wets.** Change her diapers, bathe and powder her. Dolly wears cotton shirt and diapers, has her own nursing bottle and layette in handsome *canvas-effect fiberboard case* with two snap locks and carrying handle. Little girls love taking dolly's layette with them when they travel. And, the case is ever so handy to store dolly's clothes.

Layette consists of sheer organdy dress and bonnet, cotton slip, diapers, rayon socks, imitation leather shoes, six clothes pins, plastic spoon, saucer, three powder puffs, four safety pins.

49 N 3078—13½-inch doll with layette, case. Shpg. wt. 4 lbs. (*Was $8.85*) **$6.95**

49 N 3079—15-inch doll with layette, case. Shpg. wt. 5 lbs. (*Was $10.25*) **$8.97**

New Happi-Time Miniatures with sleeping eyes

Luxuriously dressed realistic miniature dolls that girls of all ages love to collect. About 7½-in. tall. All-plastic bodies, movable arms. Plastic heads tilt and turn, have realistic go-to-sleep eyes. Painted shoes. All except nun and groom have curly mohair wigs. All girl dolls wear pantalettes and petticoats, have exquisite dresses with full-gathered billowy skirts. All stand without support. Music box (L) below not included.

F **Little Red Riding Hood.** All ready to visit grandmother! Wears cape, attached hood over rayon dress. Carries basket. 49 N 3111—Shipping weight 12 oz. . . . **$1.79**

G **Nun.** Wears rosary beads imported from Italy. Black rayon garment, black veil, white collar, head piece. Metal cross. 49 N 3109—Shipping weight 12 oz. . . . **$2.29**

H **Lovely Bridesmaid.** Wears beautiful ra… on dress with embroidery trim. Net hat … artificial flowers. Carries bouquet. 49 N 3110—Shipping weight 12 oz. . **$1.7**

J **Handsome Bridegroom.** Wears felt t… coat, striped trousers and tie. White v… and shirt front. Gold-color metal watch cha… Has white felt flower in his coat lapel. 49 N 3103—Shipping weight 12 oz. **$1.7**

K **Radiant Bride.** White rayon satin dre… lace peplum net bodice, net veil with a… ficial orange blossoms. Has bouquet. 49 N 3112—Shipping weight 12 oz. . **$1.7**

L **Finest Imported Swiss Music Box.** Tu… table revolves as music plays. Assort… popular tunes. Rubber attachment holds mi… ature dolls. Plastic 4¼-in. diam. base. 49 N 3094—*Dolls not included.* Wt. 8 oz **$2.3**

She drinks, wets, cries . . has her own bath, layette

- Now outfit has big 13½-inch doll!
- Soft, pliable flesh-like molded rubber body
- Life-like, almost indestructible plastic head turns. Go-to-sleep eyes, real lashes.

$7.97 Complete

This lovable HAPPI-TIME doll drinks from her bottle . . wets diaper. Can be changed, bathed and powdered. **She cries realistically when you squeeze her tummy.** Jointed arms, legs. Wears cotton shirt, diapers.

Bath 17x10½x21 in. high. Movable plastic dressing table top with nursery designs. Plastic tub; metal frame. Drain hose and clamp included. Three pockets hold sponge, soap, accessories. **Layette** consists of sheer organdy dress, matching bonnet, cotton slip, 2 diapers, rayon socks, imitation leather shoes, plastic spoon and plate, 4 safety pins, 6 clothes pins, 3 powder puffs, bottle. 79 N 03645—Shipping weight 5 lbs. **Complete set $7.97**

Blessed Event "KISS ME" Baby Doll

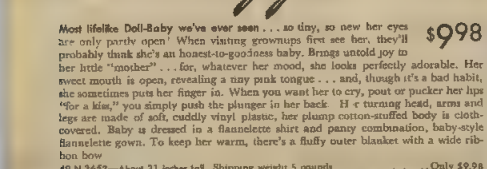
This new-born infant puckers her lips and . .

She actually gives a kiss

Most lifelike Doll-Baby we've ever seen . . . so tiny, so new her eyes are only partly open! When visiting grownups first see her, they'll probably think she's an honest-to-goodness baby. Brings untold joy to her little "mother" . . . for, whatever her mood, she looks perfectly adorable. Her sweet mouth is open, revealing a tiny pink tongue . . . and, though it's a bad habit, she sometimes puts her finger in. When you want her to cry, pout or pucker her lips "for a kiss," you simply push the plunger in her back. H r turning head, arms and legs are made of soft, cuddly vinyl plastic, her plump cotton-stuffed body is cloth-covered. Baby is dressed in a flannelette shirt and panny combination, baby-style flannelette gown. To keep her warm, there's a fluffy outer blanket with a wide ribbon bow

$9.98

49 N 3653—About 21 inches tall. Shipping weight 5 pounds . . . . . Only $9.98



"Snoozie" with Swiss Music Box

Lullaby time is sure to come often for this little one . . . she has an *imported Swiss music box* right inside her tummy! She's 16 inches tall—a fine size for cuddling. Beautifully shaped vinyl head, hands and legs; soft cotton-stuffed body. Wears long flannelette wrapper and diaper. Comes in fluffy outer blanket with big ribbon bow. Plays a sleepy lullaby tune

$6.95

49 N 3624—Shpg. wt. 2 lbs. 4 oz. $6.95

11-inch "Snoozie"

"New-born" baby—so soft and sweet-looking, she inspires a world of tender care. Rubber skin body, arms, legs, cotton and foam rubber stuffed. Flexible vinyl turning head has shell-like ears, rosebud mouth, painted eyes. Jointed arms. Press her tummy, she cries. Flannelette wrapper, diaper. Blanket, bow.

$3.29

49 N 3608—Shpg. wt. 1 lb. . . $3.29

New "TINY TEARS" weeps, sleeps drinks, wets and blows bubbles!

Out of dreams and into reality . . . a doll which actually *weeps big wet tears* that well up in her eyes and roll down her cheeks! Not only can you *hear* and *see* her crying lustily . but she also sleeps, drinks from her bottle, wets her diaper, blows b with her cute little bubble pipe . . . and bathes like a real infant. for "TINY TEARS" is practically a full-time job . . . but her "mother" is bound to enjoy every minute of it. Doll has a turning head (practically unbreakable), shining go-to-sleep eyes with thick molded, tinted hair. Her body, legs and movable arms are molded r "TINY TEARS" comes in a knit cotton shirt and panties. Her includes sheer organdy dress and bonnet, cotton slip, diaper, b soap, towel, sponge, bottle, bubble pipe, pacifier and cleansing tu

$7

49 N 3009—13 inches tall. Shipping weight 3 lbs. . . . . Complete se

Look at the hair on these two doll

Popular Sportie Plenty, daughter of B. O. Plenty and Gravel Gertie, with long, wavy blond wig and crying voice. Her rubber-skin body is stuffed with foam rubber. Jointed arms; legs can be sponged off. Plastic head, sleeping eyes with lashes. Cotton and rayon yarn hair. Coveralls, rayon socks, imitation leather shoes. About 14 in tall. (Copyright Chicago *Tribune*)

$5.75

49 N 3015—Shpg. wt. 2 lbs. . . $5.75

NEW "Tousle-Head." Her hair is a mop of soft fur (lambskin, really it's forever in need of combing. Has her own brush, comb and mirror. R skin body, foam-rubber Arms are jointed and th when you squeeze body Plastic head turns, glass-l close. Cotton knit shirt, About 16 inches tall.

$4

49 N 3628—Shpg. wt. 3 lbs

New Pla-Mates with Saran Wigs

GIVE DOLLS REAL PERMANENTS WITH THIS MINIATURE RAYVE KIT

SARAN, FABULOUS NEW MATERIAL FOR DOLL WIGS MAKES THESE DOLLS MORE FUN TO PLAY WITH THAN EVER BEFORE. Wards Pla-Mate Dolls are shown on opposite page. This year their lovely hair styled in authentic girlish coiffures, will actually take a toy "permanent" wave. Now little mothers can shampoo and set their Pla-Mate's hair with the little curlers included or use the doll-size Rayve Kit (F) listed below, to give her a "home permanent" as often as they like. Saran has the delicate shading, gleaming highlights and silky texture of beautiful human hair. In addition, it is much stronger, will not burn and is stain-resistant. These are desirable qualities in a doll whose appeal will make it a permanent favorite in any little girl's doll collection. (See "Facts About Dolls" below.)

PLA-MATES HAVE GLASSENE SLEEPING EYES which assume a wonderfully lifelike expression in their sweet expressive faces.

PLA-MATES ARE MOLDED ENTIRELY FROM PLASTIC which is modeled into exquisitely delicate and lifelike features. Bodies are nicely proportioned, beautifully made. Heads turn and tilt; arms and legs are jointed so Pla-Mates can stand alone.

PLA-MATE'S CLOTHING IS BREATHTAKINGLY LOVELY and so minutely detailed the lucky little girl who receives one will gasp with delight. The Bride Doll (B), for example, wears a frilly little blue garter for "something blue" and her dainty "pearl" necklace is removable.

(A) SWEET FACED LITTLE GIRL dressed in her Sunday best. Frilly dotted rayon sinon dress with dainty lace around neck and sleeves. Ribbon around waist with rose. Straw hat and little plastic parasol. Lace trimmed cotton slip, panties. Rayon socks, patent leather snap-on shoes.

48 T 3888—About 14 in. tall. Ship. wt. 1 lb. 8 oz.... .. .7.45

(B) BEAUTIFUL BRIDE in all her shining glory. Rayon satin bridal gown, French val lace and ribbon trim. Nylon lace collar. Billowing net veil with flowers. Floral bouquet with satin ribbons in her hand. Little "pearl" necklace is removable. Lace trimmed white cotton slip with hoop; panties. Blue rayon satin garter. White rayon socks, snap-on slippers.

48 T 3892 -About 17½ in. tall. Ship. wt. 2 lbs. .. . 9.69

(C) LOVELY GIRL IN FORMAL. All ready for an evening of dancing in a heavenly rayon satin dress with deep ruffled flounce on the full crinoline skirt. Large lace collar with rose. Lace and ribbon wristlet. Her skirt may be tied in her wrist with ribbon on skirt. Perky bows in her pretty hair, dainty "pearl" necklace is removable. Wide, hooped white cotton petticoat; panties. Gold color snap-on dancing slippers.

48 T 3888 About 15 in. tall. Ship. wt. 1 lb. 12 oz..... 9.45

(D) GIRL IN EVENING GOWN. She's exquisitely lovely in a flower printed satin embossed rayon taffeta dress. Two big bows on the full tiered skirt. Satin cuff-type collar sets off her dainty "pearl" necklace which is removable. Roses in her hair. Velvet ribbon and rose at her waist. Little lace and velvet wristlet. White cotton petticoat with hoop and white lace trimmed panties. Silver color snap-on slippers.

48 T 3891 -About 20 in. tall. Ship. wt. 3 lbs... . . . .12.45

(E) GARDEN PARTY GIRL. Sweet and appealing in a beautiful ensemble of brocaded rayon satin with bugs matching hat with clustered roses. Deep berths of fine Alencon lace, edged with Val lace. Corsage of roses and velvet ribbon trim. Full white cotton petticoat with hoop and matching panties. Long white rayon stockings, silver color ankle strap slippers.

48 T 3890 About 17½ in. tall. Ship. wt. 2 lbs.. .....11.45

(F) RAYVE TOY PERMANENT WAVE KIT. Everything a little mother needs to give her doll a home permanent wave. Set includes: Rayve Toy Shampoo, Curling Solution, and Hair Tonic (all are absolutely harmless), 8 soft pastel plastic curlers, bobbie pins, blue plastic comb, mirror and barrette.

48 T 1100 —Set in Box 6x5½x1½ in. Ship. wt. 10 oz. 95c

FACTS ABOUT DOLLS

WHAT MAKES ONE DOLL COST MORE THAN ANOTHER? The cost of a doll is determined by the quality of materials used and the workmanship in bodies, wigs, eyes and clothing.

WHAT ARE DOLLS MADE OF? Most fine dolls are now made of plastic which can be molded into exquisitely lifelike features. Is light-weight and almost unbreakable. Some dolls are made of composition. More expensive composition dolls are made slowly, are less fragile. Finish is more carefully applied. Drinking-Wetting dolls are made of soft rubber which looks and feels like real baby flesh and is almost indestructible.

WHAT ABOUT DOLL WIGS? Saran, a new material that can be "permanented," is highly desirable for doll hair. Pla-Mate dolls on this page have Saran wigs. Fine sterilized human hair is available in limited amounts and is quite expensive. "Honey," Page 116, and Pam Permi-Wave, Page 117 have wigs of this type. Most wigs are made of mohair. We select the finest, softest wigs available in each price range. Wigs on all dolls except miniatures are firmly sewed to a cloth foundation, not just pasted on the head.

EYES may be painted or movable, sleeping type. Sleeping eyes are of two types: best are Glassene with celluloid iris over a steel base. Others have their color printed on metal.

WHAT TO LOOK FOR IN CLOTHING. Doll clothes vary in fabric, line, fitting, finishing. Those on fine quality dolls are best quality fabrics, finishing is detailed, dresses have button or snap closings. Clothing on less expensive dolls is not so carefully made, fabrics are not as fine, garments have pin closings.

THERE ARE SEVERAL KINDS OF BABY DOLLS such as the molded rubber drinking-wetting dolls on Pages 121, 123-125, and Training Doll, Page 123. Then there are baby dolls with soft cotton stuffed bodies and cry voices that have heads, arms and legs of composition or lifelike Latex rubber or soft plastic. Examples of these will be found on Pages 118-122.

DOLLS WITH SPECIAL FEATURES include the realistic, soft plastic "Bi-Bye Baby," Page 122, Talking Doll, Page 120, Wind-up Cry Voice Doll, Page 121, "Teri-Lee," unbreakable plastic doll, Page 117, and "Tiny Tears" on Page 123.

D
E
A
B
C

Beautiful Effanbee Dolls, Miniatures

A SWEET LITTLE GIRL WITH FLOWER BASKET. All plastic jointed arms and legs, delicately modeled features, turning head. Glassene sleeping eyes; lashes. Mohair wig. About 14 in. tall. Rayon taffeta dress and hair bow. Little basket on her arm. Lace trimmed cotton panties. Socks, shoes.
48 T 3866 Ship. wt. 1 lb. 8 oz. 3.79

B MINIATURE FLOWER GIRL. All plastic, moving arms, head. Sleeping eyes. Mohair wig. Abt. 7½ in. tall. Rayon taffeta, lace dress. Felt hat. Straw basket in box.
48 T 3879 – Ship. wt. 12 oz. . 1.69

C MINIATURE MISS SOUTH AMERICA. All plastic with moving arms and head. Painted eyes. Mohair wig. About 5 in. tall. Rayon taffeta dress with ribbon trim. Net and braid veil. In gift box.
48 T 3885 Ship. wt. 8 oz. . .87c

D BRIDE DOLL. Beautiful all plastic girl with jointed arms and legs; turning head, dainty molded features. Glassene sleeping eyes, real lashes. Mohair wig. About 14 in. tall. She is wearing a heavenly lace trimmed satin bridal gown. Net veil. Flower and ribbon bouquet. Lovely underclothes. White cotton slip and panties attached to dress. White stockings and shoes.
48 T 4236—Ship. wt. 1 lb. 8 oz.. 4.79

E MINIATURE BRIDESMAID IN BLUE. All plastic with moving arms and head. Painted eyes. Mohair wig. About 5 in. tall. Dressed in rayon taffeta with ribbon and fringe trim. Net veil. In gift box.
48 T 3883—Ship. wt. 8 oz. . 87c

F MINIATURE BRIDESMAID IN YELLOW. All plastic with moving arms and head. Painted eyes. Mohair wig. About 5 in. tall. Dressed in rayon taffeta with ribbon and fringe trim. Net veil. In gift box.
48 T 3884 Ship. wt. 8 oz. 87c

G "MAJORETTE" by Effanbee. All plastic with jointed arms and legs. Pert features on finely molded turning head. Glassene sleeping eyes, real lashes. Mohair wig. Gayly dressed in rayon taffeta majorette outfit with lots of gold braid. Little tasseled gold boots, tal. flannel shako with plume, tassel trimmed gold color baton. Ship. wt. 2 lbs. 12 oz., 2 lbs. 4 oz.
48 T 3872—About 18 in. tall. . . 10.59
48 T 3871 About 16 in. tall . . 8.59

H MINIATURE CINDERELLA. All plastic with moving arms and head. Sleeping eyes. Mohair wig. About 7½ in. tall. Nylon dress with sparkling flower design, net and braid trim. Gold crown, little gold color slipper on her arm. In gift box.
48 T 3876—Ship. wt. 12 oz 1.69

J MINIATURE UNDRESSED BABIES. Plastic movable arms and legs. Painted features. About 5½ in. tall.
48 T 4257 –Set of 3. Wt. 10 oz . .69c

K "HONEY" WITH FLIRTING EYES BY EFFANBEE. "Flirting glassene eyes" move side to side and close. Ringlet wig is *human* hair. Fine coin position, turning head; jointed arms legs. Embossed taffeta dress, lace, ribbon trim. Panties, slip shoes, straw hat. Lower trim. Wt. 3 lbs. 10 oz.
48 T 3875 About 21 in. tall 15.95

SMALLER "HONEY"—like (K) except all plastic, mohair wig. Sleeping eyes do not "flirt." Ship. wt. 2 lbs. 12 oz.
48 T 3874—About 18 in. tall . . . 10.95

L MINIATURE GIRL IN BRA AND PANTIES. All plastic, moving arms and head. Sleeping eyes. Mohair wig with flower. All [illegible] bra panties. Ship. wt. 8 oz.
48 T 3863 –Each 65c; 3 for 1.79

M MINIATURE UNDRESSED GIRL. All plastic with moving arms and head. Painted eyes. Mohair wig. About 7½ in. tall. Ship. wt. 8 oz.
48 T 3806 Each . .45c; 3 for 1.25

On the road, it's a truck. In the field, you can plow up to 2 acres per hour with Dodge's 4-wheel-drive "Power-Wagon." Implements are hydraulically controlled from the cab. Vehicle also has a power take-off shaft, belt pulley, and front-end winch.

You pick and shell your corn at the same time with this Case machine. These picker-shellers are a coming thing. You pick earlier—finish drying the shelled corn with heated air. (See page 37.)

New Machinery You'll See at the Fairs

TAKING a day off to go to the Fair is just about the best way in the world to check up on what's cooking in the farm machinery business.

The manufacturers are there—tickled to death to have you stop in and drink their cold water, sit in their folding chairs. Once you're inside the tent, they pound your ear with loudspeakers, load your pockets with circulars, and may even sell you a toy implement for the boy. And you enjoy every minute of it.

We think the whole show is a mighty good thing. When you criticize a machine, those fellows in the coveralls listen. Your dislike may even be relayed back to the factory where engineers will try and fix it for next year.

It's kind of fun, too, especially when you see other farmers admiring a piece of machinery just like the one you bought last week.

Machinery Row is going to be crowded at most fairs this year. It always is, but this year Korea makes a difference. Not only are machines harder to get, but you're likely to need them more, as the labor situation tightens up.

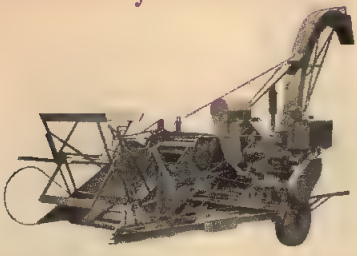
We've gotten together some of the newer or more unusual machines, and are showing them to you on these pages. We think you'll enjoy seeing them here, and hope you look them over more closely at the fair. You'll find a lot of other good machinery there, too, that we didn't have room to show.

MORE ON NEXT PAGES

The high-speed sickle in this New Holland mower lets you cut up to 5 acres per hour. Hydraulic control is available. The company also has a new, automatic wire-tie hay baler in production.

The use of large-size (9" diameter) pipe makes this Allis-Chalmers forage blower especially well suited to handling grass silage. One man can

Machinery at the Fairs

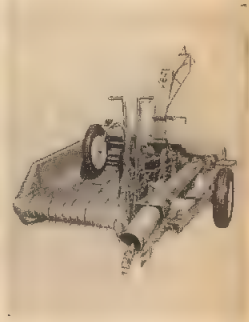


This Massey-Harris Forage Clipper makes standing crops into grass silage. Has a pick-up for wilted grass silage, and a row-crop attachment for corn. Some models operate from power take-off. Spout adjusts for side delivery.

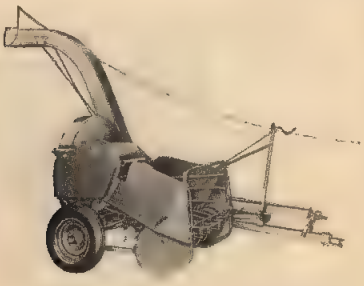
You don't sharpen these plow shares when they get dull. Instead, you throw them away—put on new, sharp ones. (They cost only about $1.80 each, depending on size.) Dearborn's new plow uses these "razor blade" shares.

A special hitch keeps this Cobey Hi-Speed wagon from "whipping" when towed with a Willys-Overland Jeep. Wagon has a rack for hay.

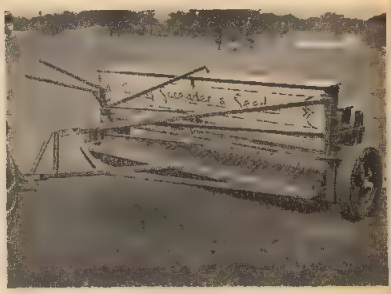
It's easy to grind straight from the bin with this portable Letz grinder, run by the tractor's power take-off. Grinder handles ear corn, all grains.



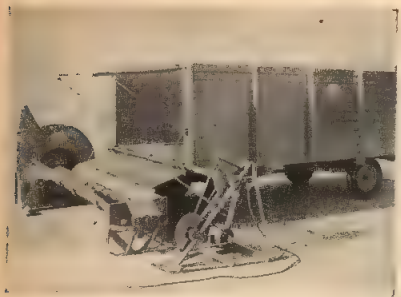
With the Fox Forage Master, you can change from pick-up to mower bar or corn harvester unit in 10 minutes. Knives are easily removed.



Hay chopping is a quick, easy job with this new John Deere forage harvester. Slip on the row-crop unit and you're ready to make corn silage. John Deere also has a new high-capacity blower with an auger-type hopper.



Gandrud's "Cultiseeder" will sow as little as 2 pounds of ladino per acre, or put on 2 tons of fertilizer; handles any combination of two fertilizers, two seeds, or seed and fertilizer. You can use packer as separate implement.



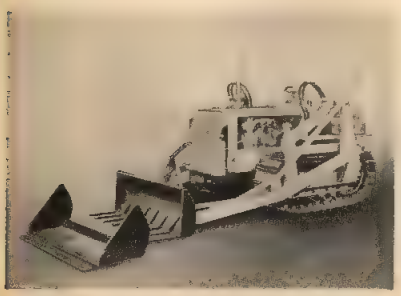
It's quick, light work to put chopped forages into the silo, barn, or stack with this Gehl set-up. Gehl also has unloading equipment that runs off the blower, and a kit for converting your plain wagons into unloading wagons.

Where's the steering wheel? Behind the hood so that you can duck low-hanging branches. Oliver designed this low, streamlined tractor especially for use in orchards and groves; left nothing to catch and injure the trees.

Notice the roomy (17½ inches wide) trough on New Idea's latest elevator. It's available in lengths ranging from 26 to over 50 feet.

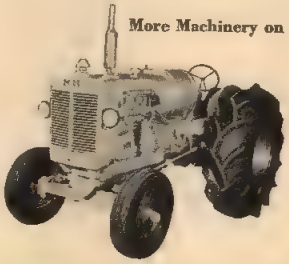
Brand new from International is this lever that changes the space between the snapping rollers on corn picker while you're on the go.

Plant at speeds up to 7 miles per hour with Ferguson's hydraulically-controlled drill planter. Each fertilizer hopper holds 100 pounds.



Caterpillar offers this husky rig for loading manure, dirt, feed, or what-have-you. You'll be interested in the com-

More Machinery on Page 154



This tractor doesn't burn ordinary gasoline. It comes from the Minneapolis-Moline factory equipped to use LP

# of Action in These Mechanical Toys

P PLASTIC GOBBLING GOOSE. Waddles along the floor, at the same time pecking as if picking up food, and laying golden eggs. Clock spring motor.
48 T 2836—9¼ in. long. Ship. wt. 10 oz. 94c

R MINIATURE WIND-UP TRAIN ON BASE. Train 15¾ in. long provides the thrill of a complete railroad outfit on 21½x12¾-in. base with tunnel and station. All metal, lithographed. Spring motor with brake.
48 T 2847—Ship. wt. 2 lbs. 12 oz. 1.79

T BUSY MINERS. Two busy little miners in a car run automatically up and down the track from "mine" to top of shaft. Long running spring motor; brake lever. Realistically lithographed metal. 16¼ in. long.
48 T 2800 Ship. wt. 1 lb. 6 oz. 87c

U MECHANICAL-STEEN EMERGENCY TRUCK. Bright plastic truck 12 in. long, with swivel derrick boom. Rubber tires. Strong spring motor. Front wheels adjust. Brake lever. Siren "wails" as truck rolls along. 6¼ in. plastic roadster included.
48 T 2855—Ship. wt. 2 lbs 1.85

V BIG METAL RACER. Fashioned like world-famous speedsters. Operates on long-running coil spring motor with brake lever. Brightly lithographed.
48 T 2801 —16½ in. long. Ship. wt. 1 lb. 8 oz. 79c

W 'TOMIC ROCKET. Wind it up, release the brake, away it goes . . . shooting across the floor with terrific speed; *sparks fly* from its exhaust, noisemaker produces shrill scream and WHAM . . . Rocket, 15 in. long; made of durable plastic has red nose, white fuselage and red transparent tail. Flint can be replaced in sparker.
48 T 2871—Ship. wt. 1 lb. 8 oz 2.69

X MECHANICAL AUTO TRANSPORT. Bright metal transport with 2 yellow plastic sedans on platforms that tilt for loading. Long running spiral spring motor.
48 T 2809—10¼ in. long. Ship. wt. 1 lb. 4 oz. . . 97c

Y FRICTION SPARKLING FIGHTER PLANE. Latest type jet pursuit plane, 12½ in. long, constructed of sturdy detailed plastic. Powered by a friction motor. Rubber tires. Harmless sparks are realistically emitted through a transparent exhaust in tail of plane.
48 T 2870—Ship. wt. 1 lb . 94c

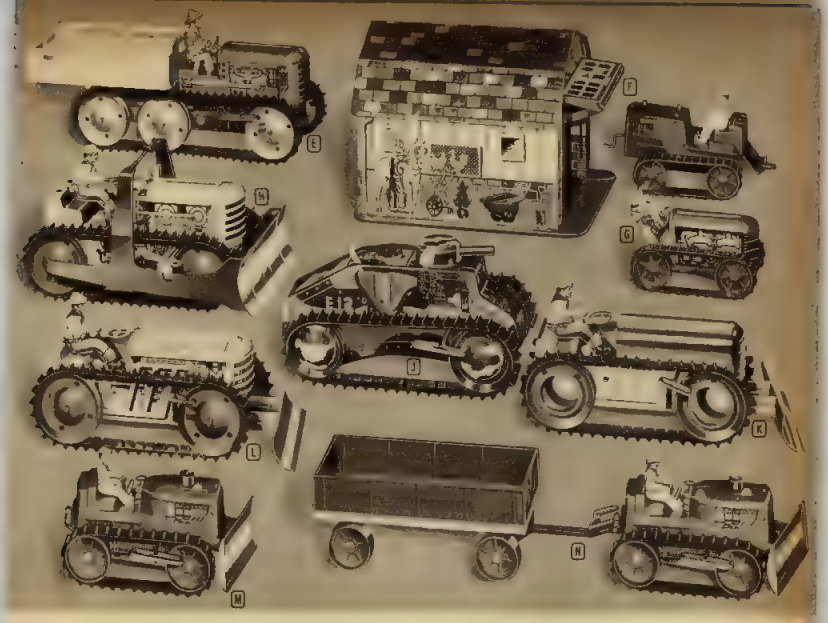
Z DICK TRACY SQUAD CAR with siren and electric flasher. Light operates from standard flashlight battery (not incl. Order 88 T 3259X on opposite page). Switch for light. All metal, lithographed. Spring motor.
48 T 2842—11¼ in. long. Ship. wt. 1 lb. 8 oz. 1.87

AA MINIATURE MECHANICAL TRAIN. Made of bright plastic. Locomotive has strong clockspring motor that runs a long time. Set consists of locomotive, tender, gondola, boxcar and caboose. Cars couple easily by hand. 5-unit train 21 inches long overall.
48 T 3050 –Ship. wt. 10 oz 87c

BB SET OF 3 MECHANICAL RACERS. Wind 'em up . . . set them off and stage your own races. 2 racers 5 in. long, one 6¼ in. long, made of metal, brightly lithographed. Spiral spring motors. Each car different.
48 T 2844—Ship. wt. 1 lb. . . . . Set of 3, 94c

CC FIRE SIREN HOOK AND LADDER TRUCK with a water pump that squirts water about 10 feet. A friction motor activates the piercing siren and propels the truck. Made of durable fire red plastic. Equipped with brake, rubber tires, adjustable front wheels, hooks on sides to hold ladders. Ladder extends to 21 in. with swivel base.
48 T 2887 Truck 12¾ in. long Ship. wt. 2 lbs. 6 oz. 1.75

DD DIVING SUBMARINE. Submerges, runs under water, then rises again in "bathtub maneuvers." Dives 2 to 5-ft. Rudder adjusts to turn sub in direction you want and to depth you desire. Grey metal body. Strong long running spring motor. 13 inches long
48 T 2814—Ship. wt. 1 lb. 8 oz. 1.39



Mechanical Action Toys and Tractors

E 8 WHEEL REVERSIBLE FARM TRACTOR TRUCK. Goes forward or backward, climbs steep inclines. Sure-grip rubber treads . . clock-spring motor . . brake and reversing levers. Lithographed metal

48 T 2876—13¼ in. long. Wt. 3 lbs. 8 oz. 2.94

F AUTOMATIC STEEL BARN AND MECHANICAL PLASTIC TRACTOR. Runs up to barn on rubber treads touches door . . . and presto, door opens and tractor runs right in. Brightly lithographed barn 10¼ in. long. Tractor 7 in. long, spring motor; brake lever

48 T 2833 Ship. wt. 1 lb. 8 oz. 2.45

G MIDGET CLIMBING TRACTOR. Climbs over obstacles, pulls loads. Lithographed steel with plastic wheels, rubber treads; spring motor; brake lever

48 T 2825 5 in. long. Ship. wt. 10 oz. 67c

H TRACTOR AND BULLDOZER. Heavy metal, lithographed. Rubber treads, long-running clock spring motor. Brake lever. Hand-operated "hydraulic" lift raises and lowers scraper, 10½ in. long.

48 T 2804 Ship. wt. 2 lbs. 2.84

J SPARKLING WIND-UP TANK. Climbs steep grades on endless rubber treads, shooting sparks and making "rat-a tat" noise. Clock spring motor, brake lever. Lithographed steel. 10 in. long

48 T 2812—Ship. wt. 2 lbs. 8 oz. 2.69

K ALUMINUM TRACTOR WITH SCRAPER. Long running heavy-duty clock spring motor gives power to climb steep grades, pull heavy loads. Brake lever Sure-grip rubber treads Hook on rear 10¼ in. long.

48 T 2875—Ship. wt. 1 lb. 8 oz. 1.65

L TRACTOR WITH ROAD SCRAPER. Sure-grip rubber treads; brake lever and rear hook. Heavy-duty clock spring motor Lithographed metal. 10¼ in. long.

48 T 2873—Ship. wt. 1 lb. 12 oz. 1.33

M SPARKLING TRACTOR WITH ROAD SCRAPER Colorful plastic, will climb steep grades and other obstacles Strong clock spring motor, brake lever, wide rubber treads. 8½ in. long overall

48 T 2874—Ship. wt. 1 lb. 4 oz. 1.15

N SPARKLING CLIMBING TRACTOR AND TRAILER. Emits harmless sparks through exhaust pipe on hood Brightly colored plastic with wide rubber treads. Scraper can be raised or lowered Hook on rear to attach trailer. Clock-spring motor; brake lever. 6¼-in. tractor; 10¼-in. trailer

48 T 2877—Ship. wt. 1 lb. 8 oz. 1.39

P JALOPY. Replica of teen-agers' delight . . . runs in most any direction, bouncing along Spring motor. Metal, realistically lithographed.

48 T 2854—6⅞ in. long. Ship. wt. 10 oz. . . 85c

Q "JOE COLLEGE" AUTO with four students - runs in all directions, tips back on rear wheels Clock spring motor. Lithographed metal.

48 T 2866 5¼ in. long Ship. wt. 10 oz. . . . 79c

T MYSTERY KITTY KAT Press her tail, and away she scampers, rolling ball between her paws. Spring motor. Lithographed metal. 8½ in. long,

48 T 2835 Ship. wt. 12 oz. 94c

U AMORANDRA CRAWLING BABY. Cute little plastic doll crawls on hands and knees when wound up. Life-like action. Spring motor. Rubber panties.

48 T 2880—About 5 in. long Ship. wt. 8 oz. . . 89c

V FUNNY FIREMAN . . . dashes around and back and forth in his fire truck with his hat flying 'round his head. Dummy bell in front. Made of colorful metal and plastic with strong wind-up motor. 6½ in. long

48 T 2846 Ship. wt. 10 oz. 94c

Just Wind Them Up . . . There's Lots

A MOT-O-RUN ELECTRIC HI-WAY EXPRESS. Five little cars zip around on the hi-way. They pass each other, snarl and unsnarl, even crash. Cars 1½ in. long are driven by rapid vibration of track which has an electric unit. Stop and go button. Detour arms. Lithographed metal track 27 in. long. Underwriters Approved for 110-120 volts, 60 cycle A.C. Cord, plug.
48 T 2872—Ship. wt. 3 lbs. 8 oz. 4.79

B METAL GARAGE WITH TWO MECHANICAL CARS. An attractive garage with automatic double door. When the roadster or station wagon hits the door, it raises to permit entrance. Lithographed metal, garage 9 in. long; cars 6¾ in. long have spiral spring motors.
48 T 2878—Ship. wt. 3 lbs. 8 oz. 1.69

C PARADE ROADSTER, with four familiar Walt Disney characters seated in car. Made of metal, lithographed in pastel colors. Bottom completely enclosed. Rubber wheels, transparent windshield. Spring motor.
48 T 2868—11 in. long. Ship. wt. 1 lb. 4 oz. 98c

D FIRE CHIEF CAR. Hear the siren wail, watch the red light flash clearing a path through traffic. Lithographed metal car 11¼ in. long, light flashes, siren wails when car is in motion. Light operates from standard flashlight battery (not incl. order below). Clock spring motor. Adjustable front wheels.
48 T 2875—Ship. wt. 2 lbs. 1.87
96 T 3259 X—Batteries for above. Wt. 12 oz. 2 for . 18c

E COLORFUL PLASTIC DUMP TRUCK with steel wheel. Borrow and shovel. Truck has spring motor, dumps loads by use of lever at side. Rubber tires.
48 T 2845—9¾ in. long. Ship. wt. 1 lb. 4 oz. 89c

F MECHANICAL MILK WAGON AND HORSE. Spirited horse pulls a wagon similar to wagon that delivers milk. All metal, brightly lithographed. Long running spiral spring motor. 10¼ in. long overall.
48 T 2852—Ship. wt. 1 lb. 85c

G SINGING BIRD. A mechanical plastic bird, 5 in. high, brightly colored, in tuxedo and top hat. Sings and jiggles around when wound up. Spring motor.
48 T 2885—Ship. wt. 6 oz. ..... .89c

H SET OF 3 MECHANICAL CARS. Jeep, Taxi, Roadster, all made of sturdy colorful plastic, realistic details. Jeep has adjustable windshield. Cars about 5 in. long have enclosed speedy spring wound motors.
48 T 2869—Set of 3 Cars. Ship. wt. 14 oz. 1.29

J BALKY MULE AND CART. Mule cuts capers as farmer tries to drive cart. Strong spring motor. All steel, brightly lithographed. 8¾ in. long overall.
48 T 2815—Ship. wt. 12 oz. ..... .79c

K HONEYMOON FLYER WITH AIRPLANE. Little train speeds around through tunnels and over the bridge while airplane circles overhead. Clockspring motor, brake lever. Made of metal, brightly lithographed.
48 T 2824—9¼-in. base. Ship. wt. 1 lb. 4 oz. 94c

L "AUTO MAC" TRUCK. A wind-up truck that dumps and has a comical driver who moves and turns around to watch his truck dump. Bright plastic truck with steel frame, rubber tires. Strong spring motor.
48 T 2841—12 in. long. Ship. wt. 2 lbs. 4 oz. 2.89

M WALT DISNEY WALTZING CINDERELLA AND HER PRINCE. Dolls glide around in a graceful waltz, glide-circle . . . then repeat the waltz step again. 5 in. tall, colorful plastic. Long running clockspring motor, operates only when dolls are put down on floor or table.
48 T 2864—Ship. wt. 8 oz. ..... .98c

N TRICKY TAXI. Amusing and mystifying toy. Will not run off the edge of any flat surface. It speeds up to the very edge, stops, turns, and off it goes in another direction. Strong clockspring motor. Taxi made of metal, realistically lithographed in bright colors.
48 T 2819—4½ inches long. Ship. wt. 6 oz. 59c

TRU· toys

Real

SCALE

MODEL

MINIATURES

STEER-O-matic

the convertible

that steers by tilting

Helps Teach Youngsters to Drive

SPECIFICATIONS

13" long

3½" high

5½" wide

Chrome bumpers, curved transparent windshield, rubber tires, contrasting plastic seats, white metal rims, rugged, flexible and sturdy.

A

TRU·tiny

PRODUCT OF

PRODUCT MINIATURE CO., INC.

[redacted]

MANUFACTURER'S REPRESENTATIVES

EAST

Joseph J. Barnett
250 Fifth Ave. Room 559
New York, New York

MIDWEST

Hugh D. Kenley
443 Merchandise Mart
Chicago, Illinois

WEST

Ken Roberts
Western Merchandise Mart
355 Market St.
San Francisco 3, Calif.

SOUTH

Atlanta Toy Mart
84 Peachtree St. N.W.
Atlanta, Georgia

SOUTHWEST

McDonald and Shaw
Southland Hotel
Dallas, Texas

WATCH THE little things...

OUR MANUFACTURING CREED

Watch the little things . . . and the big problems will take care of themselves.

We at Product Miniature had faith in that tried and true formula. Out of it came a new idea for toys — "real" miniatures so accurately duplicating real trucks and tractors, you must look twice at the photos to tell which is which

The new 1950 Tru-toy fleet of International Harvester trucks and tractors reflect that exactness of detail and workmanship.

We think "watching the little things" really pays off. If you're now selling Tru-toys, you'll know how these *real* miniatures catch people's eye. They sell . . . and sell . . . no matter what the season. If you haven't already done so, investigate Tru-toys — your real opportunity in toy selling.

the way to greater TOY sales for you

TRU-toys

Designed and Manufactured by

PRODUCT MINIATURE CO., INC.

2240 South 54th Street
Milwaukee 14, Wisconsin

Aldens magnificent, money-saving TV leads the brilliant parade of Christmas gift-values for your home, your family, your friends! Everything from tablecloths to television—easy to buy on credit! See new credit terms on page 115
Satisfaction guaranteed or your money back

Scoop!

Others ask to 450.00

TV–radio–phono

16.00 month **299.95** 18 mos. to pay

- See big 150-sq. in. distortion-free, no-glare picture on 16-in. rectangular black tube television
- Play 6-tube radio independently
- Hear up to 4 hours continuous music on automatic 3-speed phono
- All 3 in compact consolette size

Fabulous 3-way home theater—now at a record-breaking low price within very one's reach! Most thrilling gift of all for the entire family—yours to enjoy for ide- lk glamorous entertainment. Three ...ta television radio, phonograph ... beauti- fully contained in a compact ... e- serving 24x21x37 in. consolette cabinet of exquisite Mahogany veneers. Equal to sets selling elsewhere up to 450.00.

16-IN. RECTANGULAR TV ... you must see and hear ... to appreciate this ... real value. No waste area ... to shrink or crop. 150 sq. in. screen. Improved ... tion ... carries more depth, finer contrast, greater detail from magic black tube. Easy to view, even in bright daylight.

Tele-lock for steady image, no flutter. Foolproof Tele-Tuner locks sound and pic- ture instantly, provides easy tuning on all 12 channels. Automatic gain control compensates for signal variations. Added Town and Country power switch assures clear distant picture in fringe areas. Glorious FM sound through 5-in. concert speaker. Amazing Multi-Match inter- ...der sound eliminates interference ... engineered under famous RCA ... ses and patents. 18 tubes plus 2 rectifiers. Built-in electronic antenna receives bril- liantly, perfectly in most areas.

GLIDE-OUT DRAWER houses 6-tube tru- tone AM radio and 3-speed automatic Webster phono—both play independently of TV. Phono plays all size records, all speeds (33⅓, 45 and 78 RPM) on one long life needle. Shuts off automatically after last play.

UL approved. 105-125 volt 60 cycle AC. All parts guaranteed for 1 year! Shipped express from Chicago, Ill.

41 Y 49068E—Ship. wt. 125 lb. 299.95

Aldens Giant "black tube" television . . .

CONSOLETTE—16-INCH TUBE
Compares with 299.95 models
Blonde oak or mahogany veneered

14.00 monthly **239.95** up 17 months to pay

What a Christmas gift this streamlined TV set will be! 16-in. magic black tube is guaranteed for 1 year. Modern cabinet, on rotating caster can be steered in any position. 150-sq. in. rectangular picture wastes no corners, has all depth detail the camera sees. Exclusive Tele-Lock gives non-flutter pictures. Fool-proof Tele-Tuner tunes instantly on all 12 channels. Automatic gain control adjusts picture without distortion. Intercarrier sound eliminates interference. 8-in. Alnico V PM speaker. Town and Country TV switch to boost power for fringe areas. 18 tubes; 2 rectifiers. Built-in antenna electronically controlled for brilliant reception—just plug in. Beautiful streamlined cabinet in either blonde oak or mahogany veneer. 110-125 volt 60 cycle AC. RCA licensed. UL approved. 21x21x37-in. cabinet.

MAHOGANY VENEERED CABINET. Only 14.00 monthly. See page 115 for details about credit.
41 Y 4676R—Ship. wt. 118 lb. . . . .Cash 239.95
BLONDE OAK CABINET. Only 14.00 monthly.
41 Y 4681R—Ship. wt. 118 lb. . . . .Cash 249.95

1
169.95 up
Credit
Page 115

3

2
219.95
Credit
Page 115

1. LOWEST PRICED 16-IN. TABLE MODEL—Amazing value with 1-year parts guarantee! Mahogany veneered or simulated leather—covered cabinet. Rectangular screen with 150 sq. in. direct view, non-glare picture. Simultaneous picture-sound 2-knob tuning. Automatic gain control, automatic lock-in picture circuit. Inter-carrier sound—high fidelity circuit. Powerful PM speaker. Built-in antenna. 110-125 volt 60 cycle AC. 18½x19x19¼-in. cabinet.
41 Y 4900R—Mahogany color simulated leather.
11.00 monthly **169.95**
41 Y 4901R—Genuine Mahogany veneered. 12.00 monthly. 189.95
Ship. wt. each 85 lb. 15 months to pay

2. BEST TABLE MODEL—Revolutionary 16-in. Black tube (guaranteed for 1 year) gives clear, sharp rectangular pictures! New improved 12-channel Tele-Tuner. Town and Country switch to boost power for fringe areas. Exclusive Tele-Lock holds pictures steady. Powerful PM oval speaker. 18 tubes, 2 rectifiers, built-in electronic antenna. Beautiful custom-built cabinet in hand-rubbed mahogany veneers. 105-125 volt 60 cycle AC. UL approved. 21x21x20¼-in. cabinet. 13.00 a month. 16 months to pay.
41 Y 4907R—Shipping weight 95 lb. **219.95**

3. REVOLVING-TOP TABLE—for your table-model TV set. Rotating plywood top, handy lower shelf. Sturdy hardwood construction, mahogany finish. Shipped unassembled—but easy to set up.
41 Y 4906R. 21x24x27½-in. Shipping weight 19 pounds **12.95**

 Sets shipped express from Chicago, Ill.

Giant 16 and 19-inch movie-clear screens—concert-tone speakers
Biggest Values in TV history—greatest gift-thrill of Christmas!

HUGE 19-INCH TUBE CONSOLE
Wonderful push-button tuning
Clear, steady 250 sq. in. pictures

monthly **299.95** 18 months to pay

Gigantic pictures PLUS simplified push button tuning compares with 370.00 models! It's our widest, tallest screen in magnificently styled mahogany veneered cabinet! 19 inch black tube (guaranteed for 1 year) produces clear sharp images. Glare-free picture surface provides perfect contrast in lighted rooms. Features push button tuning—the simplest, most convenient way to select your station. Just push the button—both sound and picture lock in place instantly! Exclusive Tele-Lock prevents TV flutter. Automatic gain control holds picture bright even though station signal weakens. Brilliant static-free FM tone. Alnico V concert speaker. Built-in electronic antenna. Super powered -21 tubes plus 2 rectifiers. 105-125 volt 60 cycle AC. UL approved. 26x41⅜x22¾-in. cabinet. 17.00 monthly. 18 months to pay.

41 Y 49.0R—Shipping weight 140 pounds. 299.95

ORDER WITH ABSOLUTE CONFIDENCE. All of Aldens television sets are tested for excellence of picture, tone and electronic power. They're made under RCA license and patents—extra proof of fine quality. Unsurpassed warranty, too—both picture tubes and parts are guaranteed for 1 year. Warranty certificate and complete instructions with each set.

SEE CREDIT TERMS Page 115.

Finest 3-in-1 combination—16-in. TV —3-speed phono—AM-FM radio

22.00 monthly **399.95** 18 months to pay

Complete home entertainment at a much lower price than you'd expect to pay! Check its quality features—compare with 500.00 sets!

TELEVISION—huge 145 sq. in. picture from 16-in. black tube (guaranteed 1 year). Glare-free pictures hold rock-steady by Tele-Lock. Tele-Tuner automatically tunes all 12 channels. 12-in. concert speaker. Powerful chassis—22 tubes, electronic antenna. Town, Country power switch.

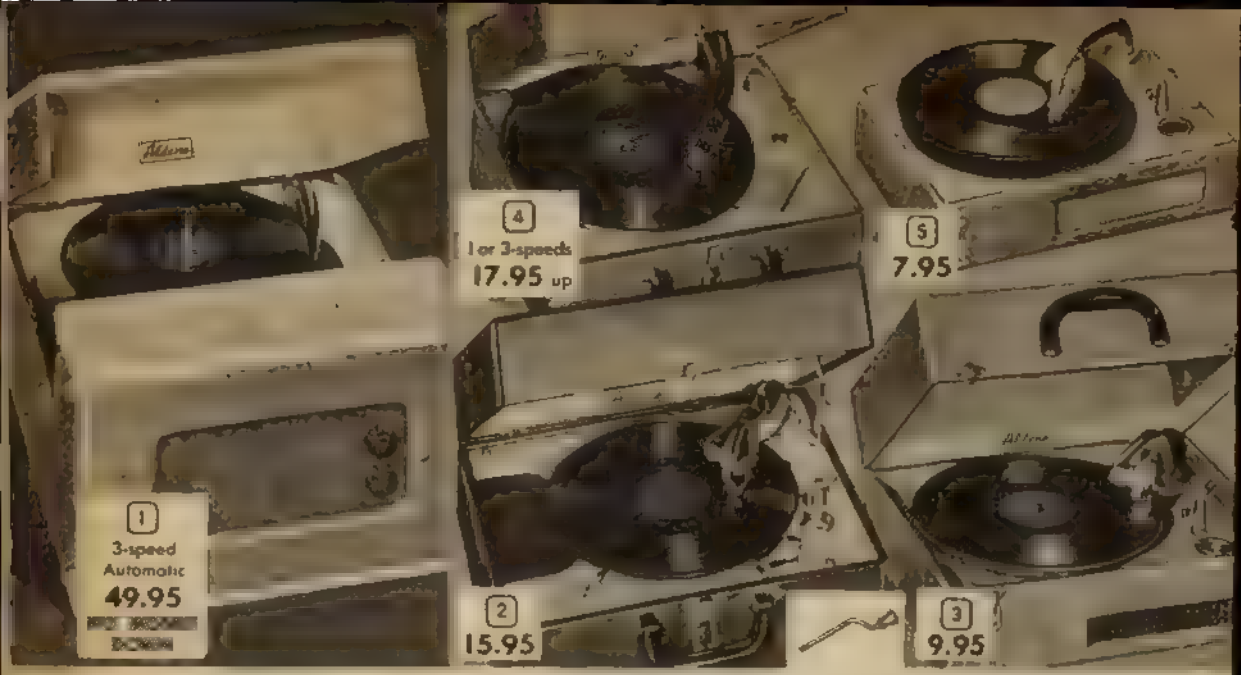
RADIO—combination AM plus super-sensitive, static-free FM, too! 9 tubes, including rectifier. Slide rule dial. Powerful concert speaker.

PHONO—famous Webster changer automatically plays all records—all sizes, all 3 speeds. Gentle velocity trip. Quick, quiet action cycle.

CABINET. Luxurious 18th Century styled cabinet of handsome mahogany veneer. Richly grained, full-length double doors conveniently fold against sides when set is in use. Brass handles. Radio and glide-out phono work independently of TV. 105-125 volt AC. UL approved. 26¼x22½x40-in. cabinet. 22.00 month. 18 months to pay.

41 Y 4904R—Ship. wt. 135 pounds. . . . 399.95

SEE CREDIT TERMS Page 115.



Aldens sensational phono values! Ideal gifts to thrill all music-lovers

- **Automatic! Plays all speed, all size records with one lightweight tone arm, one long-life needle!**
- **Modern, luggage-type luxury case!**

1. Rich-toned portable phono in a luxurious carrying case! A splendid gift! Check its features; marvel at its low price! Automatically plays 7, 10 and 12 in., 33⅓, 45 and 78 RPM records with one needle. Famous VM changer—finest made—has velocity trip for velvet-smooth, quick-action cycle. Automatically shuts off after last play. 5-in. Alnico speaker. All wood carrying case with rich, leather-like two-tone Brown and Tan cover. 105-125 volt 60 cycle AC. UL approved. 17½ x 15½x9 in. 5.00 monthly. 12 months to pay. Christmas shop now, pay later. See Aldens easy credit terms on page 115.

41 Y 4889R—NO MONEY DOWN. 49.95. Shipping weight 24 lb.

2. HAND WOUND. Hear records wherever you go—no electricity needed! Heavy duty spring motor, detachable winding arm. Plays 10 or 12-in. standard 78 RPM records singly. Acoustical reproducer head, lightweight tone arm. Off-on, speed controls. Wood case, Brown simulated leather cover, handle. 10 needles. 15x13x7 in. 1.60 down. Mail.

41 Y 4856E—Ship. wt. 13 lb. **15.95**

4. AMPLIFIED ELECTRIC PHONO—fuller, richer tone. Plays standard 78 RPM 10 or 12-in. records singly. 1 radio tube, rectifier, 5-in. speaker. Light weight arm, long-life needle. Wood case; Brown simulated leather. 105-125 volt 60 cycle AC. 12½x11x6½ in. Mail.

41 Y 4862E—Ship. wt. 10 lb. **17.95**

3 SPEED MODEL plays all records—78, 45, 33⅓ RPM. Speed switch.

41 Y 4863E—Ship. wt. 11 lb. **22.95**

3. ELECTRIC PORTABLE—lowest price anywhere! Wonderful gift choice! Plays 10 or 12-in. standard 78 RPM records. Balanced acoustical tone arm and reproducer head. Silent electric motor. Off-on switch. Pressed wood carrying case. Brown simulated leather cover; plastic handle. 10 needles. 110-120 volt 60 cycle AC. 14x11x7½ in. Mailable.

41 Y 4854E—Ship. wt. 12 lb. . . . **9.95**

5. THRIFT ELECTRIC PHONO—tagged for gift-giving! Amazingly low priced! Plays 10 or 12-in. standard 78 RPM records singly. Balanced acoustical tone arm and reproducer head amplify volume through acoustical chamber. Smart Brown simulated leather covered wood and fiber case. Quiet motor. Off-on switch. 110-120 volt 60 cycle AC. 12½x10x9 in. 10 needles included. Mail.

41 Y 4851E—Ship. wt. 9 lb. . . . **7.95**

TABLE COMBINATIONS AT RIGHT: Newest radio-phono sets for luxury-listening!

6. BARGAIN PORTABLE RADIO-PHONO—has same fine 5-tube radio and 5-in. speaker as set at right. Offers fine entertainment for all the family. Phono plays singly all 7, 10 and 12-in. records at 33⅓, 45 and 78 RPM with one tone arm, one long-life needle. Standard 540-1600 KC broadcast band. Compact, rugged wood case with inter-locked corners, light Brown leather-like cover, plastic handle. Built-in aerial. 105-125 volt 60 cycle AC. UL approved. 6½x14x14 in. 8 months to pay. Mailable.

41 Y 4890E—Ship. wt. 16 lb. Only 4.00 down . **39.95**

7. DELUXE PORTABLE RADIO, 3-SPEED PHONO—worth 79.95—looks like expensive luggage! Famous V.M. changer—finest made. Takes up to 12 records—automatically plays all sizes, all speeds, shuts off after last play. Permanent needle. 5-tube (including rectifier) radio; standard 540-1600 KC band. Built-in antenna. Amplifier, 5-in. speaker. Wood case, rich two-tone Tan and Brown leather-like cover. 105-125 volt cycle AC. UL approved. 17½x15x9 in. Shipped from Chicago, Ill. 13 months to pay.

41 Y 4888R—Ship. wt. 22 lb. **NO MONEY DOWN. . . 64.95**

8. RADIO-PHONO-DISC RECORDER—especially wonderful to record the holidays' good times! Thrilling 129.90 value gives you AM radio, home recording and 2-speed phono all in one! Powerful radio has 6 tubes (2 dual duty) including rectifier. Built-in antenna. Phono plays 10 and 12-in. 78 or 33⅓ RPM records singly. Special motor allows recording and play back at 2 speeds. Crystal play back arm and microphone. Separate jack for extension speaker. Brown lizard Dupont fabricoid covers wood cabinet. Two 6½-in. recording discs; 1 cutting, 6 play back needles included. 105-120 volt 60 cycle AC. Shipped from near Michigan City, Ind. Only 9.00 monthly, 12 months to pay.

41 Y 4845R—Ship. wt. 38 lb. . . . **94.95**

41 Y 4846—Cutting needle. Life 1 hour. Ship. wt. 3 oz. . . . 1.69

RECORDING BLANKS—plastic covered aluminum

41 Y 4847—6½-in. diam. Ship. wt. for 6, 15 oz. 6 for 1.25

41 Y 4848—10-in. diam. Ship. wt. for 6, 1 lb. 10 oz. 6 for 2.40

9. DELUXE MAHOGANY RADIO-PHONOGRAPH—a 79.95 value brought to you by Aldens for 20.00 less! A luxury gift for the whole family. Compare with other sets for quality performance and good looks. Has a famous Webster Chicago record changer that's tops—fast, quiet, velvet-smooth with velocity trip to protect records. Plays all records automatically—7, 10 or 12-in.; 33⅓, 45 and 78 RPM. Long-life needle. Sensitive radio has 4 tubes (including rectifier)—2 dual duty—for 5-tube power. Standard 540-1600 band. Big PM speaker. Variable tone control. Handsome mahogany veneer cabinet. 110-125 volt 60 cycle AC. UL approved. 15x19½x13½ in. 12 months to pay. 6.00 monthly.

41 Y 4831R—Ship. wt. 37 lb. **NO MONEY DOWN** **59.95**

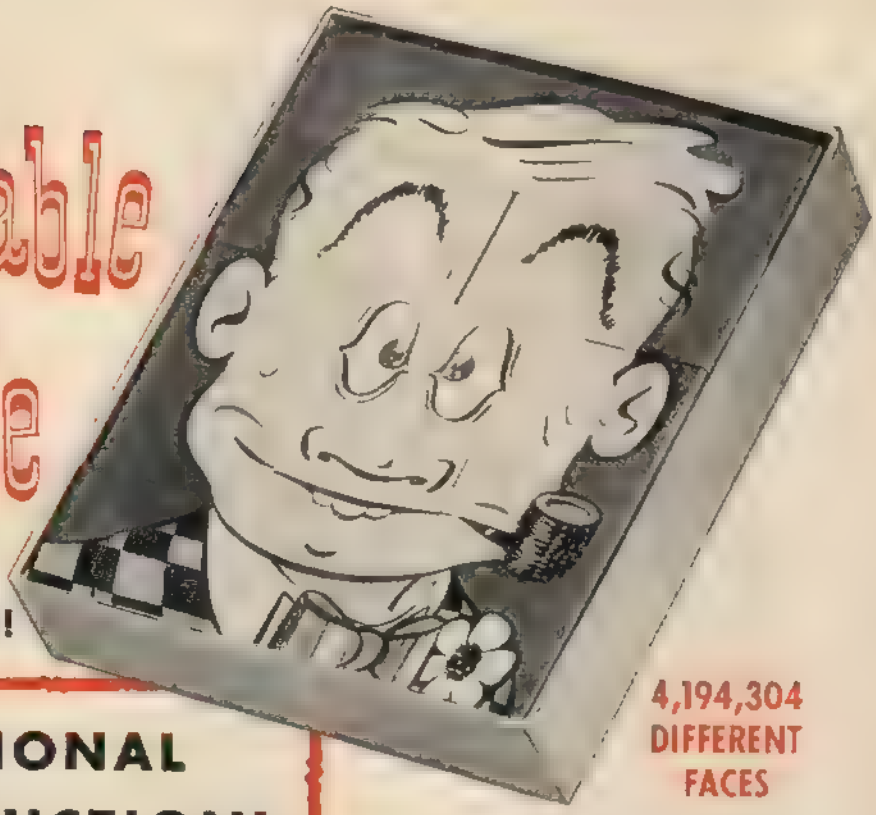
1-SPEED PHONO-RADIO—same as above except for automatic phono that plays only standard 78 RPM records. 4.50 down.

41 Y 4830R—Ship. wt. 32 lb. Only 5.00 monthly. 44.95

All sets with catalog number ending in R are shipped express from Chicago, Ill.

Changeable Charlie

EVERY DEALER'S BASIC PROFIT ITEM!



SENSATIONAL PRICE REDUCTION!

"A Buck Across the Board!" NOW, *Bozo the Clown* and *Changeable Charlie* more salable than ever at that magic $1.00 price! The tremendous volumes these hits have produced make this new retail price possible!

4,194,304 DIFFERENT FACES

As long as children are curious, they'll go for Charlie's 4,194,304 different faces! He glares, smiles, wears a straw hat, goes bald! Lithographed in six brilliant colors. Size per attractively-boxed unit, 5¼" x 6¾". Minimum order, two dozen. Packed in master shipping carton, weight approx. 23 lbs. NEW retail price.....$1.00

BOZO THE CLOWN*

The kiddies' favorite . . . backed by a promotional powerhouse of records, books, TV! BOZO grins, laughs, cries, blows bubbles, puts hands up in amazement. Over a million changes possible with the ten, full-color lithographed wood blocks. Size per attractively-boxed unit, 7" x 7". Minimum order, two dozen. Packed in master shipping carton, weight approx. 27 lbs. NEW retail price.....$1.00

© CAPITOL RECORDS INC

BIG PROFIT OPPORTUNITY!

"Bozo" and "Charlie" blocks proved the popularity of multiple-combination cartoon toys. Now, the "Juggle Puzzle" rounds out the line . . . *for* even greater sales and profits! And there's "Gayplay" to fill the push-pull need. The Gaston line sells fast and easy . . . year 'round toys for year 'round fun! Get the line . . . stock the line . . . *sell the line*—and pocket your profits!

AMERICAN TOYS

1925

SILVER
Anniversary

1950

IRWIN

In Celebration of IRWIN's Silver Anniversary...

NEW Mechanical Toys!

NEW Tea Sets!

NEW Christmas Decorations!

NEW Packaging!

NEW Spectacular Items!

1925

IRWIN CORPORATION

Plant: FITCHBURG, MASSACHUSETTS

NEW YORK SHOWROOM: 200 FIFTH AVENUE • Room 651

1950

Licenses in all fields available for America's BIGGEST children's record star!

BOZO *the clown!*

A PersoNovelty Creation of Capitol Records

- New BOZO Albums:
  BOZO AND THE BIRDS
  BOZO'S JUNGLE JINGLES
  BOZO LAUGHS
- Star of Radio, Television, Comic Books, Color Books, Theatres, Circus Appearances

We Can Design A Bozo "PersoNovelty" Product For You.

Write Today!

Capitol RECORDS

SUNSET & VINE, HOLLYWOOD

© Capitol Records

Gong Bell TOYS

U. S. Patents 1872160
1945473

[redacted]

VOICE PHONE

Heavy gauge metal toy telephone with voice in the receiver. Spring return dial, shiny nickeled bells, bright colors. Base 6½" x 4". Revolve the dial, bells ring; invert receiver, voice sounds.

0683

DIAL PLAPHONE

Metal toy telephone with spring return dial. Assorted colors, bright plated bells, base 6½" x 4". Realistic dial action provides hours of fun for boys and girls.

[redacted]

PUSH CHIME

Heavy gauge enameled steel wheels 5¼" diameter. Shiny gongs, hardwood push handle 18½" long. Helps little ones taking their first steps.

915

WHIRLY GIG

Bright metal plate with assorted colored balls whirls around as this toy is pushed along. Heavy gauge steel wheels, nickeled gongs. Length 22½", width 7½".

145

NOVELTY PUSH CHIME

Heavy gauge enameled steel wheels. Plated extra large gongs. 8 attractive colored balls. Hardwood handle 18½" long. Wheels 5¼" diameter.

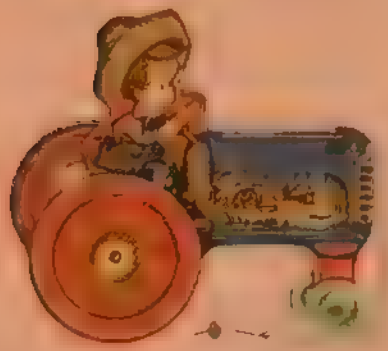
The GONG BELL Mfg Co., East Hampton, Conn. Sales Office: Room 324, 200 Fifth Avenue, New York, N. Y.

819-RAINBOW HOBBY CHIME

De Luxe hobby chime — beautifully lithographed disc wheels, 2 pairs of gongs, many colored revolving wood balls, Gay horse's head, bells on rein. Length 32", wheels 7" diameter.

36-HOBBY CHIME

Hobby horse attached to floor chime. Extra strong steel wheels and plated gongs, lithographed horse's head, bells on rein. Length 28½", width 6¼", height 6¾". Just the thing for children beginning to walk.

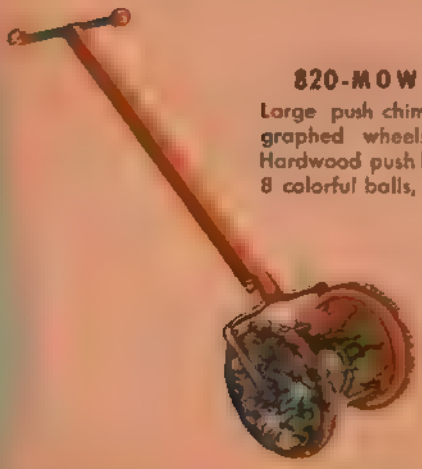


240-TRACTOR CHIME

Lithographed farmer boy character on tractor. Heavy gauge steel wheels and gongs. Sturdy construction. Length 9¾", width 5¼", height 8¾".

242-PONY CHIME

Lithographed horse and rider. Enameled steel wheels, plated gongs. Length 16¾", width 5¾", height 8". Ideal for children up to 4 years old. Galloping action as toy is pulled along.



820-MOWER CHIME

Large push chime. Bright lithographed wheels 7" diameter. Hardwood push handle 21" long. 8 colorful balls, nickeled gongs.

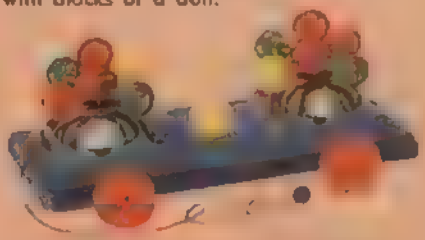
241-SULKY CHIME

Front axle eccentric gives galloping action as toy is pulled along. Beautifully lithographed pony and driver. Large enameled steel wheels, plated gongs. Length 11¼", width 8¾", height 5½".

© The Gong Bell Mfg. Co. 1950

900-JINGLE WAGON

Sturdy wagon with metal wheels and gongs. Colorful barnyard scenes on cart sides, 4 nickel plated steel chime wheels. Length 15½", width 8¼", height 3⅛". Youngsters love to pull this wagon loaded with blocks or a doll.

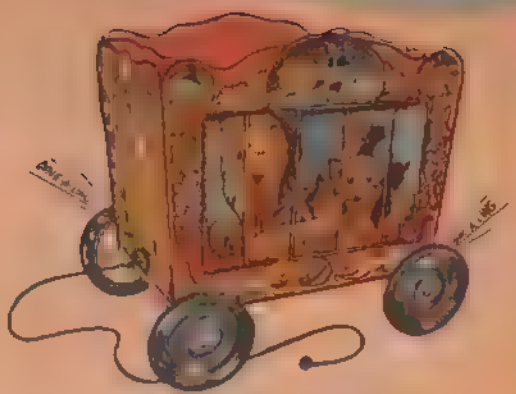


851-DOUBLE RING-A-ROUND

All steel platform enameled in bright color. 2 large plated steel gongs, 8 rainbow colored whirling balls. Length 13¾", width 4⅞", height 5⅝". An all time favorite with girls and boys.

855-PUDGY PULL TOY

Steel platform with baked enamel finish, two-toned brightly nickeled gongs, Colorful lithographed character Length 11½", width 4⅞", height 10¾".

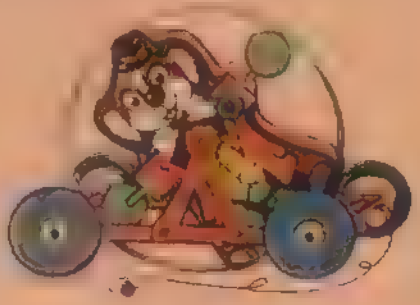


901-CIRCUS WAGON

Colorful wagon, lithographed gay circus animals. 4 enameled steel chime wheels. Large enough to hold a doll or blocks. Length 10½", width, 6½", height 9¼".

952-TRIPLE BELL TOY

All steel platform enameled in bright color, 2 large nickel plated steel gongs and 1 bell. Oscillating striker sounds chime. Length 11¼", width 4¾", height 5". For children 1½ to 4.

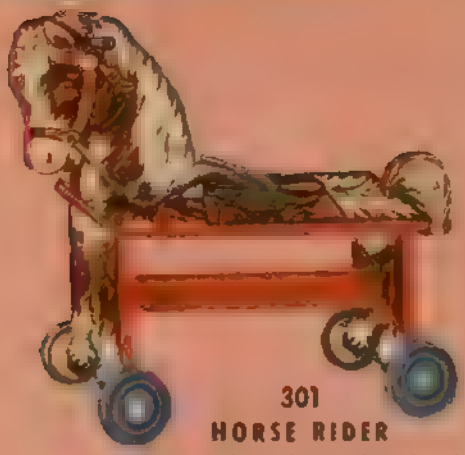


860-CLOWN CHIME

Gaily lithographed circus clown turns cartwheels to merry music of the chimes. Strong metal construction. Length 11½", width 4⅜", height 8½". Hours of fun.

1-FIRE TRUCK

Brightly lithographed fireman swings arm to ring bell. Enameled steel platform, crank on side to wind hose. Length 14", width 4¾", height 8".



301
HORSE RIDER

Enameled steel wheels, plated gongs. Extra strong. Brightly lithographed. Strong rounded edge seat. Length overall 19¾", width 8½", height 16¾".

302
PALOMINO HORSE RIDER

Sparkling colors, caster front wheels, steel rear wheels, gongs and axle. Strongly constructed. Length of seat 16", width 9¾", height 18". Just right for children up to 4 years old.

303
ROCKING HORSE

Steel and wood construction. Lithographed design. Long rockers, steel supports. Jingle bells on rein. Length overall 28", width 13", height 17¾"

304
BRONCO RIDER

Steel and wood construction. Bell rings as youngster rides up and down bronco fashion. Beautifully lithographed. Length overall 20¾", width 15¾", height 20".

CARDED BELLS

Suitable for use on costumes, packages, ski suits.
750 — seven ½" bells on a card
758 — seven ⅜" bells on a card
850 — eight ½" bells on a card
858 — eight ⅜" bells on a card

The kind of toys that children will love and want . . . toys that are colorful and strong . . . toys that provide plenty of action, sound and entertainment. These are the toys Gong Bell has been making since 1866.

AMERICAN TOYS

See the GONG BELL line at our Sales Office: Room 324, 200 Fifth Avenue, New York, New York

POOSH-M-UP PIN BALL GAMES

SAN LOO CHINESE CHECKER GAME SETS

LITTLE DEB APPLIANCE TOYS

WIND-M-UP MECHANICAL ACTION TOYS

NORTHWESTERN PRODUCTS CO.

MORE THAN 16,000,000 NORTHWESTERN GAMES AND TOYS HAVE BEEN SOLD · CONCLUSIVE PROOF THAT THEY'RE TOPS IN THEIR FIELD!

POOSH-M-UP
[illegible]

LITTLE DEB
[illegible]

SAN LOO
[illegible]

WIND-M-UP
[illegible]

9 Wonderful

A New Item in Every Category

THIS YEAR AS ALWAYS—MANY ITEMS ARE NEW ALL OTHERS ARE IMPROVED

We never stop . . . we never rest . . . we never admit that any item is as good as it can be! As a result several of our best sellers of 1945 were even better sellers in 1949! Every Northwestern toy and game must be superior in idea, design or use of material; must make friends and keep friends for you and for us!

WE REFUSE TO COMPROMISE ON QUALITY—PRICE IS SOON FORGOTTEN—QUALITY NEVER!

LEO UNGER, *President*

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To their readers by the editors of these great national magazines.

LIFE • BETTER HOMES AND GARDENS
TODAYS WOMEN • PARENTS' MAGAZINE
CHILDREN'S ACTIVITIES

NORTHWESTERN GAMES AND TOYS ARE **BIG NEWS!**

New Toys!

Make Sure You See Them at the Toy Fair!

You have a date with Ungar! I'll be waiting to see you at the Toy Fair.

Leo Ungar

Make it a Must... see NORTHWESTERN at the Toy Fair

MARCH 6-17

Visit Northwestern at the Toy Fair. Awaiting you are a warm welcome . . . some terrific new items . . . a number of improved old favorites (we're never satisfied) . . . many powerful new profit ideas . . . and dozens of sales-proved items that will SELL and REPEAT all year long!

[redacted]

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BETTER GAMES
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NEW YORK
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SAN FRANCISCO
CINCINNATI

METAL TOYS

REPRESENTATIVES

EASTERN STATES
Remann, Seabrey Co., Inc., New York City

SOUTHEASTERN STATES
H. R. Rush, Jacksonville, Fla.

THE CAROLINAS
Bergeson & Mallard, Charlotte, North Carolina

CENTRAL STATES
Levy & Fryer, Cleveland, Ohio
(200 5th Ave., New York City)

SOUTHWESTERN STATES
Rutherford & Perdue, Houston and Dallas, Texas

MIDWESTERN STATES
W. B. A. Kramer, Chicago, Illinois & Omaha, Nebraska

MOUNTAIN STATES
W. T. Bergeson Sales Co., Denver, Colorado & Salt Lake City, Utah

WESTERN STATES
Standard Toy Agencies, San Francisco, California

JUVENILE FURNITURE •

WHEEL GOODS •

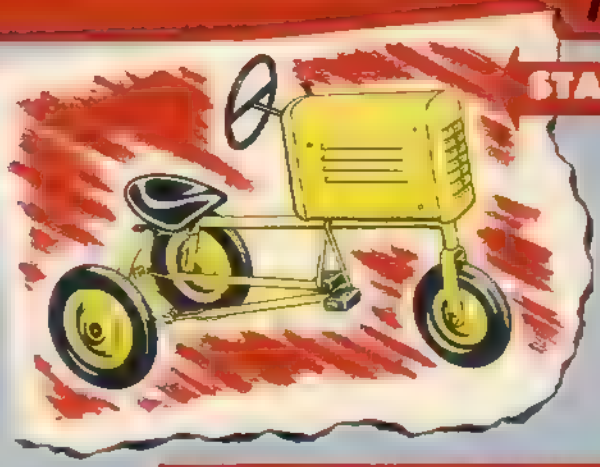
METAL DOLL TOYS •

F. C. Castelli Co.

ERIE AVENUE & F STREET PHILADELPHIA 34, PENNA.

Castelli . . . DURABLE WHEEL GOODS

IMPROVED ROAD TESTED MODELS



STANDARD TRACTOR (600)

The 1950 models are entirely re-engineered for longer life and trouble-free operation. They represent a tremendous improvement over the exceptionally popular pilot models built for the first time last year. Easily operated by three-year-olds.

Colors — Yellow or Red.

Packed — Knocked-down in one carton.
Shipping weight—24 lbs.

L—37", W—19", H—26".

TRAILER & DERRICK ATTACHMENTS

Both attachments can be used on Standard or Super Models. Provide hours of added enjoyment for youthful operators.

603

Colors — Red or Yellow.

Packed — Set up, handle and wheels disassembled.

Weight—14 lbs.

L—35', W—16", H—9".

602

Color — Black.

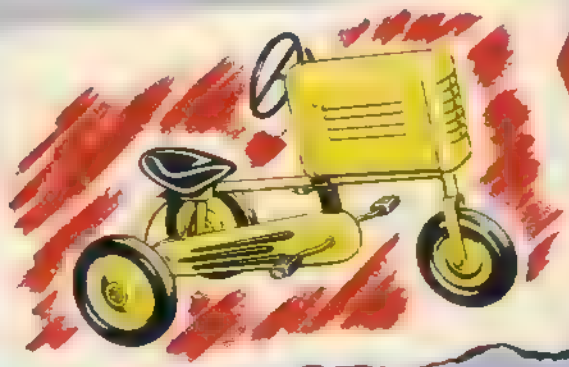
Packed — KD in carton.

Weight—3½ lbs.

L—22", W—6", H—18".

(603)

(602)



SUPER TRACTOR (601)

Powerful chain drive with 2 x 1 gear ratio. Suits the taste of older boys of five and six. Features many important design improvements, same construction as Standard Model 600.

Colors — Yellow or Red.

Packed — Knocked-down in one carton.
Shipping weight—27 lbs.

L—37", W—19", H—26".

BRAND NEW! . . . FOR JUNIOR FIRE CHIEFS

FIRECYCLE (604) (Standard Drive)

The boy who likes to play fireman will be in his glory with this easy-to-operate Firecycle. Sturdy and colorful—loads of play value.

Packed **— Knocked-down in carton. Shipping weight — 28 lbs.**

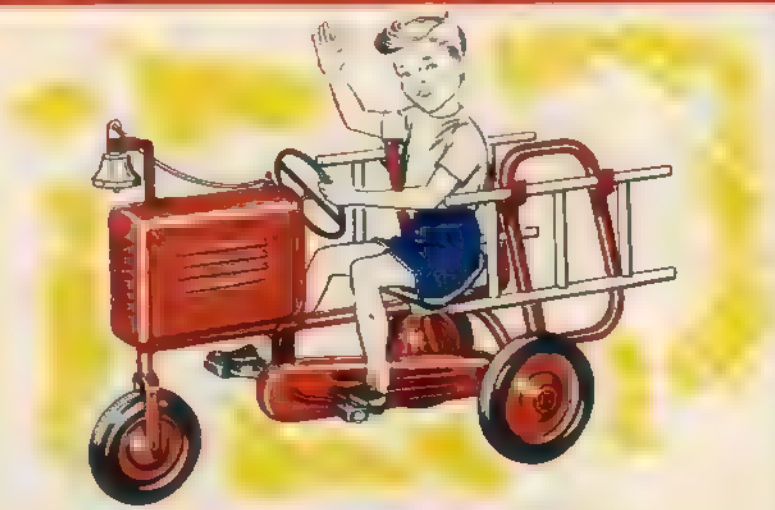
L—42", W—19", H—28".

FIRECYCLE (605) (Chain Drive)

A real chain-drive hook and ladder, for another would-be fire fighter. Wood ladders — semi-pneumatic tires.

Packed **— Knocked-down in carton. Shipping weight — 31 lbs.**

L—42", W—19", H—28".



Castelli's NEW ROCK ® SWING

FEATURING TUBULAR CONSTRUCTION — LESS ASSEMBLY

MEANS GREATER VALUE — EVEN GREATER SALES FOR 1950

ROCK ® SWING (300)

In answering America's demand for a better swing, Castelli has designed the new 300 so that it requires only four screws for assembly. The rocker comes completely set up . . . can be easily detached for separate use.
Finished in durable, colorful baked enamel.

Colors Red & Ivory, Green & Ivory

Packed — One carton and one tube.
Shipping weight—15 lbs.

H—50", W—38", L—28".

ROCKER (101)

New non-tip construction — safe for the smallest child.
H—20", W—13", L—18". Packed KD, one in carton. Weight, 5 lbs. packed.

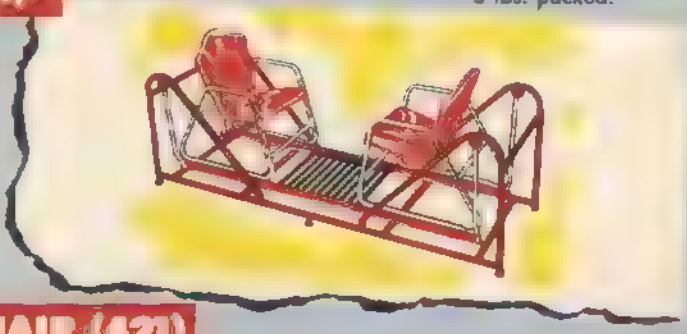
KIDDIE GLIDER (401)

A leader in year-round sales, the Kiddie Glider is a wonderful entertainer for younger children. Sturdy semi-tubular steel construction — all-weather finish.

Colors — Red & Ivory, Green & Ivory.

Packed — Semi-set up in one carton. Carton weight—23 lbs.

H—24", W—18", L—53".



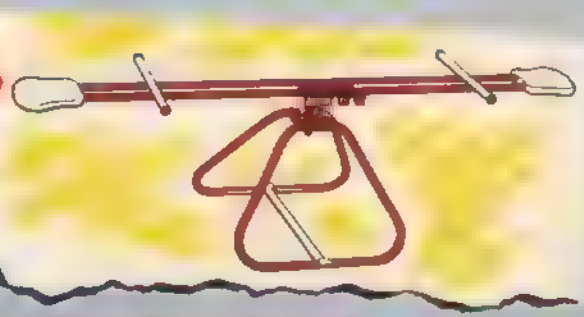
GLIDER CHAIR (421)

All-steel, smartly designed. Ideal for indoor and outdoor use. Strongly built to give youngsters many hours of healthy fun.

Colors — Red & Ivory, Green & Ivory.

Packed — Knocked-down complete in one carton.
Carton shipping weight—9 lbs. H—21", D—11½", W—12⅝".

SPIN ® RIDE (701)



An all-steel combination See-Saw and Spinner. Provides hours of wholesome entertainment. Suitable for playroom or outdoor use.

Colors — Red & Ivory.

Packed — Knocked-down complete in one carton.
Carton shipping weight—24 lbs.

H—20", W—21", L—70".

TABLE & CHAIR SET (252)

All children love furniture of their own, and these colorful sets by Castelli catch the eye of both toddlers and parents . . . a perennial favorite.

Colors — Red & Ivory, Green & Ivory.

Table — H—17", W—20", L—20".
Chairs — H—20", W—13", L—18".

Packed — Knocked-down complete in one carton.
Weight—17 lbs. packed.

CHAIR (201)

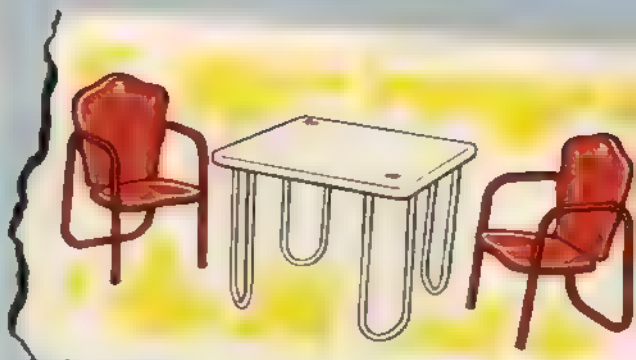
Same construction and specifications as 101, body contour back and seat for added comfort. Particularly suitable for small children.

(504)

(505)

DOLLY HIGH CHAIRS

Colorful Dolly High Chairs now in two popular sizes...and sturdier built, better value than ever.
Colors — Blue & Ivory.
No. 504 — H—19½", W—8", D—8½".
Packed — Set up, one in 200-lb. test carton.
Shipping weight 2½ lbs.
No. 505 — H—29¾", W—15", D—14".
Packed — Knocked-down, one in 200-lb. test carton.
Shipping weight—6½ lbs.
No. 505C — Same as No. 505, with chrome tray and sides.



DOLLY TABLE & CHAIR SET (503)

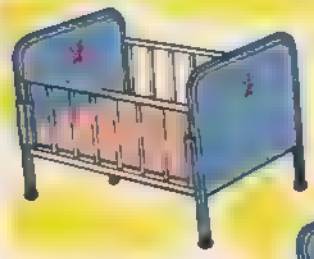
Another Castelli first — this Dolly Table & Chair Set will certainly make many doll families considerably happier this year. All-metal construction, finished in baked enamel.

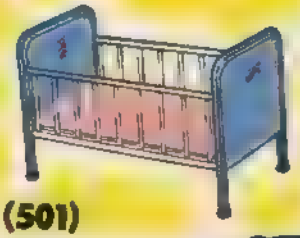
Colors — Red & Ivory.
Table — H-8", W—12", D-12"
Chairs — H—11", W—6½", D-7½".

Packed — Completely set up in one carton.

Shipping weight—4½ lbs.

Castelli
ALL METAL
DOLL TOYS
NEW IDEAS AND NEW SALES APPEAL FOR LONG TIME FAVORITES





(502)

(501)

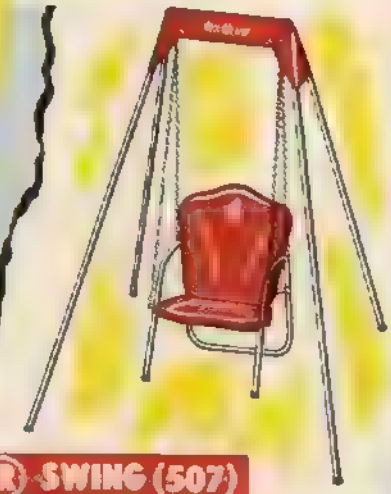
DOLLY CRIBS

A really new idea in Dolly Cribs Colorful, sturdy, with spring and mattress complete in one carton. No hidden extras to buy . . . and there's no hardware required for the assembly, which is accomplished by a new exclusive* method. (* Patent Applied For.)

Mattress is colorful plastic covered, cotton filled.

501 — Small Crib.
Colors — Blue & Ivory.
H—12¼", W—12½", L—19¼".
Packed — KD in one carton.
Shipping weight—6 lbs.

502 — Large Crib.
Colors — Blue & Ivory.
H—14¼", W—15", L—21½".
Packed — KD in one carton.
Shipping Weight—7 lbs.



DOLLY ROCK ® SWING (507)

A replica in miniature for youngster's dolly of the original and world-famous Castelli Rock-R-Swing for juveniles. Uprights held securely in place in header, no dropping out. Collapsible to occupy little space when not in use. Chair may be detached. Chain suspension.

H—24", W—18", L—18".

Packed — Header, chain and completely assembled chair in individual box. Set of 4 uprights in paper tube. 12 to carton.

Carton shipping weight—Approximately 47 lbs.

All CLINTON *watches illustrated are equipped with* **NEW DUST PROOF CROWNS.**

(C) 978C3375 . . . Outstanding WATERPROOF dress watch. Smart, functional styling in contoured all stainless steel case. Shock resistant 17 jewel CLINTON movement. Large sweep second hand. 10 minute dial. Matching stainless steel expansion band.
Retail **$62.50**

(D) 980C2000 . . . Impressive attractive 10K rolled gold plate case steel back . . . 17 jewel CLINTON movement.
Retail **$35.00**

(D) 981C1575 . . . Similar to above . . . 7 jewel movement.
Retail **$27.50**

(E) 982C2550 . . . Modern streamlining . . . 10K WHITE rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Stainless steel combination mesh expansion band. Curved crystal
Retail **$44.75**

(F) 984C2300 . . . Distinctively masculine 10K rolled gold plate case steel back . . . 17 jewel CLINTON movement. Latest gold filled expansion band.
Retail **$40.50**

(F) 985C1475 . . . As above with 7 jewel movement. Leather strap.
Retail **$26.00**

(G) 986C3025 . . . Impressive virile design . . . 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled basketweave-expansion band. High three-way crystal
Retail **$52.75**

(H) 988C2875 . . . Handsomely contoured in 10K rolled gold plate case, steel back . . . guaranteed 17 jewel CLINTON movement. Matching gold filled expansion band.
Retail **$49.75**

(J) 990C2650 . . . Distinguished aristocrat model in 10K GOLD FILLED case. Precision 17 jewel CLINTON movement. Clear vision curved crystal.
Retail **$46.50**

(K) 992C3950 . . . Superbly styled executive's timepiece . . . 14K NATURAL GOLD case . . . 17 jewel CLINTON movement. New pyramid crystal . . . gram strap.
Retail **$64.75**

(L) 994C2550 . . . Simple elegance glorifies this water thin pocket watch. 10K GOLD FILLED case. 17 jewel CLINTON movement.
Retail **$44.00**

(L) 996C2250 . . . Same as above, 10K ROLLED GOLD PLATE case.
Retail **$38.75**

All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.

(A) 900C14000 . . . Brilliantly glorified with SIXTEEN glittering genuine diamonds . . . mounted in 14K WHITE gold case . . . 17 jewel CLINTON movement.

Retail **$245.00**

(B) 902C4900 . . . TWO sparkling diamonds enhance this captivating 14K WHITE gold case . . . 17 jewel CLINTON movement. Contoured, domed crystal.

Retail **$86.00**

(B) 904C4900 . . . Same as above in 14K YELLOW gold case.

Retail **$86.00**

(C) 906C4350 . . . Alluring fascination marks this designer's dream . . . 14K natural gold case contoured to the wrist . . . precise 17 jewel CLINTON movement. Shaped crystal.

Retail **$75.00**

(D) 908C7000 . . . Incomparable for the MAN who cares! Styled in 14K WHITE gold case . . . enhanced with FOUR gleaming diamonds set in easy to read dial . . . 17 jewel accurate CLINTON movement. Hi pressed crystal . . . black suede strap.

Retail **$122.50**

(E) 910C21000 . . . THIRTY blazing diamonds reflect dazzling glory in this superb 14K WHITE gold case . . . 17 jewel CLINTON movement Pyramid crystal.

Retail **$375.00**

(F) 912C12000 . . . TEN brilliant diamonds enhance the sophistication of this highly styled 14K WHITE gold case . . . 17 jewel CLINTON movement.

Retail **$210.00**

(G) 914C6000 . . . TWO fiery diamonds pay tribute to this faultless model in 14K natural gold case . . . 17 jewel CLINTON movement. Hi-pressed crystal.

Retail **$105.00**

(H) 916C7000 . . . Precious and bewitching creation . . . enlivened by FOUR scintillating diamonds. Tapered 14K WHITE case . . . 17 jewel CLINTON movement. Domed crystal.

Retail **$122.50**

(H) 918C7000 . . . Same as above in 14K YELLOW gold.

Retail **$122.50**

All watches shown are slightly reduced in size. Retail prices do not include existing Federal Excise Tax. Prices subject to change without notice.

(A) 920C2350 . . . Exquisite 14K natural gold case . . 17 jewel CLINTON movement . . . dome crystal
Retail **$44.00**

(B) 922C3225 Delightful 14K natural gold case, 17 jewel CLINTON.
Retail **$56.50**

(C) 924C3575 Appealingly petite 14K natural gold case, 17 jewel CLINTON movement, curved crystal.
Retail **$62.50**

(D) 926C3575 Moderne bangle watch, gleaming rhodium finish, 17 jewel guaranteed CLINTON movement.
Retail **$62.50**

(D) 928C3575 As above in YELLOW.
Retail **$62.50**

(E) 930C2875 TWO fiery diamonds set in 10K WHITE rolled gold plate case, steel back, 17 jewel CLINTON movement, hi-dome crystal
Retail **$49.75**

(E) 932C2875 As above in YELLOW
Retail **$49.75**

(F) 934C3425 Befitting a queen. Six royal flaming RED RUBIES enhance this 14K pink gold case . . . 17 jewel CLINTON movement, hi-curved crystal.
Retail **$59.50**

(G) 936C3225 Delicately styled in highly polished 14K natural gold case, 17 jewel CLINTON movement.
Retail **$56.50**

(H) 938C2600 Streamlined smartness, 10K gold filled case, matching link bracelet, 17 jewel CLINTON movement, symmetrical domed crystal.
Retail **$46.50**

(J) 940C2525 Unusual style 10K natural rolled gold plate case steel back, 17 jewel CLINTON movement, gold filled expansion bracelet, raised crystal.
Retail **$44.00**

(K) 942C2875 Intriguingly chic 10K rolled gold plate case steel back 17 jewel CLINTON movement, matching double snake chain bracelet.
Retail **$49.75**

(L) 944C2775 Graceful WHITE 10K rolled gold plate case steel back 17 jewel CLINTON movement, combination gold filled expansion bracelet.
Retail **$48.50**

(M) 946C2650 Alluring 10K natural rolled gold plate case, steel back, 17 jewel CLINTON movement, gold filled matching expansion bracelet.
Retail **$46.50**

(N) 948C1825 Traditionally beautiful 10K rolled gold plate case, steel back, 17 jewel CLINTON movement.
Retail **$31.50**

(N) 949C1400 As above, 7 jewels.
Retail **$24.50**

(P) 950C2175 . . . Classic 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement Gold filled link bracelet Hi-pressed crystal
Retail **$38.00**

(P) 951C1475 . . . Same as above . . . dependable 7 jewel movement Black cord.
Retail **$25.75**

(Q) 952C2500 . . . NURSE'S DRESS WATCH. Large RED sweep second hand. 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$44.00**

(R) 954C2525 . . . Modern faceted 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement. Gold filled expansion bracelet.
Retail **$44.00**

(S) 956C2250 . . . Symmetrical 10K rolled gold plate case, steel back . . 17 jewels. Gold filled link bracelet.
Retail **$39.50**

(S) 957C1575 . . . As above . . . 7 jewels . . . cord.
Retail **$27.50**

(T) 958C2000 . . . Exquisite 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement.
Retail **$35.00**

(U) 960C2250 . . . Multi faceted 10K rolled gold plate case, steel back . . 17 jewel CLINTON movement 10K gold filled bracelet
Retail **$39.50**

(V) 962C2600 Sophisticated simplicity. 10K rolled gold plate case steel back, 17 jewel CLINTON movement.
Retail **$46.50**

(W) 964C2100 Enchanting 10K rolled gold plate case, steel back . . . 17 jewel CLINTON movement
Retail **$36.75**

(X) 966C2750 . . . Dazzling hand-set rhinestones in white case, steel back . . . 17 jewel CLINTON movement.
Retail **$48.50**

(Y) 968C2600 . . . Exquisite LAPEL watch. Hand-set rhinestones in white case, steel back, 17 jewel movement.
Retail **$46.50**

(Z) 970C2400 Lovely 10K rolled gold plate case, steel back, 17 jewel CLINTON. Gold filled expansion bracelet.
Retail **$42.00**

Hallmark

- SHOCK-PROTECTED
- FULLY GUARANTEED
- DUST PROTECTED
- PACKED IN GIFT BOXES
- ALL STYLED WITH METAL BRACELETS
- NATIONALLY ADVERTISED

No. 29HK each **$44.75**
Smart man-tailored watch with 48 yellow gold dust-protected case and matching gold filled expansion bracelet. Raised figure dial and high dome crystal mated to easy-to-read 17 Jewel Hallmark shock protected movement
Suggested Retail **$95.00**

No. 30HK each **$36.75**
Precision and handsome, this man's watch has a 10K yellow gold filled dust-protected case with a matching gold-filled expansion type basket-weave bracelet. Richly legible raised figure dial and high dome crystal. Accurate 17 Jewel Hallmark shock-protected movement
Suggested Retail.....**$57.50**

No. 31HK each **$26.75**
This man's watch features dust protected 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion type basket-weave bracelet. Raised figure dial, domed crystal. Sweep second hand. 17 Jewel Hallmark shock-protected movement.
Suggested Retail.....**$55.00**

No. 32HK each.....**$24.00**
Dust-protected 10K yellow rolled gold plate case with non-corrosive back and matching link bracelet. Easily read raised figure dial, clear domed crystal. 17 Jewel Hallmark shock-protected movement.
Suggested Retail **$50.00**
No. 33HK each.....**$18.00**
Same as above but with 7 Jewel Hallmark shock-protected movement.
Suggested Retail... **$33.00**

No. 34HK each.....**$24.00**
Dust-protected 10K yellow rolled gold plate case with non-corrosive back, matching gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.
Suggested Retail.... **$50.00**
No. 35HK each.....**$18.00**
Same as above but with 7 Jewel Hallmark shock-protected movement.
Suggested Retail.. **$33.00**

No. 36HK each.....**$37.50**
AUTOMATIC SELF-WINDING. Superb, ultra-practical watch for men. All stainless steel water-repellent, dust protected case with matching steel expansion type basket-weave bracelet. Has radium figure dial and hands; sweep second hand. 17 Jewel Hallmark shock-protected movement
Suggested Retail **$71.50**

No. 39HK each **$36.75**
Handsome gold-filled pocket watch with 10K yellow gold-filled, dust-protected case and engraved figure dial. 17 Jewel Hallmark shock-protected movement.
Suggested Retail .....

No. 40HK each **$23.50**
Same as above in 10K yellow rolled gold plated case
Suggested Retail.....**$47.50**

No. 37HK each.....**$27.25**
WATER-REPELLENT. Impressive looking watch with dust-protected stainless steel case and all steel expansion bracelet. It has radium figure dial and hands, including a sweep-second hand ideal for the doctor. 17 Jewel Hallmark shock-protected movement for the utmost dependability.
Suggested Retail.....**$55.00**

No. 38HK each **$31.50**
WATER-REPELLENT. Distinctively modern watch with yellow top, steel back case. Dust-protected for trouble-free service. Matching gold-filled combination expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected movement
Suggested Retail.....**$60.00**

☆ SHOCK-PROTECTED

☆ FULLY GUARANTEED

☆ DUST-PROTECTED

☆ PACKED IN GIFT BOXES

☆ ALL STYLED WITH METAL BRACELETS

☆ NATIONALLY ADVERTISED

Hallmark... *watches of lasting dependability*

No. 0HK each.. $175.00
Aristocratic looking 14K white gold dust-protected case set with 16 brilliant diamonds. 14K gold bracelet. Raised figure dial, high dome crystal. 17 Jewel Hallmark shock-protected movement provides lifetime accuracy.
Suggested Retail.....$350.00

No. 1HK each.... $119.00
Elegant 14k white gold dust protected case handsomely set with 10 diamonds, with matching two strand braided gold filled bracelet. Raised figure dial, high dome crystal and 17 Jewel Hallmark shock-protected movement.
Suggested Retail $250.00

No. 2HK each.. .. $90.00
Brilliant, polished 14K yellow gold dust protected case set with 6 sparkling diamonds. Matching gold-filled bracelet is expansion type. Raised figure dial and high dome crystal. 17 Jewel Hallmark shock-protected movement.
Suggested Retail.....$195.00

No. 3HK each... .. .. $63.00
Sophisticated case is 14K white gold set with 2 flashing diamonds. Dust-protected. Matching flat snake type bracelet is gold filled. Raised figure dial and clear high dome crystal 17 Jewel Hallmark shock-protected movement
Suggested Retail . $125.00

No. 4HK each.....$63.00
Debonair looking watch with a 14K yellow gold dust-protected case set with 2 lovely diamonds. Gold-filled matching round snake bracelet. Raised figure dial. High dome crystal. 17 Jewel Hallmark shock-protected movement
Suggested Retail .. $125.00

No. 5HK each.....$165.00
A dramatically beautiful watch for the discriminating lady. The 14K white gold dust-protected case is set with 20 sparkling diamonds. The matching 2-strand snake type bracelet is gold-filled. Raised figure dial and clear, domed crystal. Accuracy is assured by the 17 Jewel Hallmark shock-protected movement.
Suggested Retail.....$335.00

DIAMONDS ENLARGED TO SHOW DETAIL

Hallmark...

☆ Shock-protected ☆ Styled with metal bracelets

☆ Dust-protected ☆ Packed in gift boxes

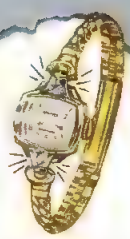
☆ Fully guaranteed

☆ Nationally advertised

Shock resistant and water repellent features are guaranteed to conform with the specifications issued by the Federal Trade Commission.

Printed guarantee and instructions covering Hallmark watches are inclosed with each purchase.

No. 6HK each.....**$40.00**
Exquisitely designed 14K yellow gold dust protected case set with 2 star bright diamonds. Gold-filled expansion type snake bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for absolute accuracy
Suggested Retail **$80.00**

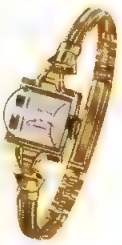


No. 7HK each **$40.00**
Smart ladies' watch with 14K yellow gold dust-protected case set with 2 diamonds. Matching gold-filled chain bracelet. Raised figure dial and high domed crystal assures clarity. Ultra-dependable 17 Jewel Hallmark shock-protected movement.
Suggested Retail.....**$80.00**

No. 8HK each.....**$38.00**
Incomparably styled 14K yellow gold dust protected case with matching gold-filled link bracelet. Clear legibility of raised figure dial provided by domed crystal. 17 Jewel Hallmark shock-protected movement is last word in timed accuracy.
Suggested Retail.....**$71.50**

No. 9HK each.....**$38.00**
Simple, smart and square . . . this dust-protected case is 14K white gold, with matching gold-filled link bracelet. It also features a raised figure dial, clear, domed crystal and dependable 17 Jewel Hallmark shock-protected movement
Suggested Retail **$71.50**

No. 10HK each.....**$31.00**
The beautiful single-strand gold-filled snake bracelet attached to the lovely 14K gold dust-protected case of this watch gives it a rare elegance. Raised figure dial covered by a domed crystal and a 17 Jewel Hallmark shock-protected movement
Suggested Retail.....**$60.00**



No. 11HK each.....**$38.00**
This superbly styled ladies watch features a graceful square dust-protected case made of 14K gold. Matching 2-strand round snake bracelet is gold-filled. Raised figure dial, domed crystal. Accurate 17 Jewel Hallmark shock-protected movement.
Suggested Retail.....**$71.50**

GUARANTEE

Every Hallmark watch is fully guaranteed to be made of the finest materials, with the most precise craftsmanship. It is further guaranteed to be free of defects of manufacture when it leaves the factory

Hallmark Watch Corp.

No. 12HK each.....**$36.00**
Two glowing diamonds set in a 10K yellow rolled gold-plate dust-protected case with a non-corrosive metal back. Matching gold-filled combination expansion bracelet. Raised figure dial for easy legibility, domed crystal. 17 Jewel Hallmark shock-protected movement
Suggested Retail.....**$70.00**
No. 13HK each **$36.00**
Same as above, but with 10K white rolled gold-plate case
Suggested Retail.....**$70.00**

No. 14HK each **$31.00**
Elegant timepiece for the elegant lady 14K yellow gold dust-protected case and matching gold-filled basket-weave bracelet. Raised figure dial, domed crystal. Superior service assured by 17 Jewel Hallmark shock-protected movement
Suggested Retail **$60.00**

No. 15HK each **$31.00**
Attractively styled 14K yellow gold dust protected case with matching gold-filled link bracelet. A high domed crystal protects the clear raised figure dial. Accuracy assured by 17 Jewel Hallmark shock-protected movement
Suggested Retail **$60.00**

No. 16HK each **$31.00**
Distinctive round 14K yellow gold case that's dust protected for trouble-free service. Matching gold-filled 2-strand flat snake bracelet. Raised figure dial and dome crystal. Faithful service by 17 Jewel Hallmark shock-protected movement
Suggested Retail **$60.00**

No. 17HK each **$31.00**
Strikingly simple 14K yellow gold dust protected case with matching gold-filled expansion bracelet gives this watch an ultra-modern look. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock protected movement
Suggested Retail **$60.00**

No. 18HK each **$24.50**
Practical yet beautiful, this lady's watch has a round dust protected case of 10K yellow rolled gold top with non-corrosive back and a matching link bracelet. Raised figure dial durable domed crystal. 17 Jewel Hallmark shock-protected movement
Suggested Retail **$50.00**

No. 19HK each **$17.75**
Same as above, but with 7 Jewel Hallmark shock protected movement.
Suggested Retail **$33.00**

No. 20HK each **$24.50**
Impressive six-sided dust-protected case is made with 10K yellow rolled gold-plate top and non-corrosive back with a matching link bracelet. Raised figure dial, protected by a domed crystal. 17 Jewel Hallmark shock-protected movement
Suggested Retail **$50.00**

No. 21HK each **$17.75**
Same as above, but with 7 Jewel Hallmark shock protected movement
Suggested Retail **$33.00**

No. 22HK each **$24.50**
Traditionally popular cushion shape dust protected case with 10K yellow rolled gold-plate top and non-corrosive metal back. Matching link bracelet is gold-filled. Raised figure dial, domed crystal. 17 Jewel Hall mark shock-protected movement
Suggested Retail **$50.00**

No. 23HK each **$24.50**
Distinctively modern square dust-protected case with 10K yellow rolled gold top and a non-corrosive metal back. Matching chain bracelet. Raised figure dial, high domed crystal, 17 Jewel Hallmark shock-protected movement assures accuracy
Suggested Retail **$50.00**

No. 24HK each **$17.75**
Same as above with 7 Jewel Hallmark shock protected movement
Suggested Retail **$33.00**

No. 25HK each **$26.00**
Dramatically designed cocktail watch has handsome dust-protected case of 10K yellow rolled gold-plate with a non-corrosive metal back. Matching expansion type bracelet is gold filled. Watch has raised figure dial, domed crystal and 17 Jewel Hallmark shock protected movement
Suggested Retail **$55.00**

No. 26HK each **$23.25**
Beautiful as it is practical, this nurse's watch features a 10K yellow rolled gold-plate case with non corrosive metal back, a handy sweep second hand and raised figure dial, protected by a durable domed crystal. Matching link bracelet. 17 Jewel Hallmark shock protected movement
Suggested Retail **$47.50**

No. 27HK each **$21.75**
Styled in excellent taste, this dainty watch has a 10K yellow rolled gold-plate dust-protected case with a non-corrosive metal back, matching link bracelet. Raised figure dial, domed crystal, and 17 Jewel Hallmark shock-protected movement
Suggested Retail **$43.00**

No. 28HK each **$16.00**
Same as above, but with 7 Jewel Hallmark shock protected movement
Suggested Retail **$33.00**

For absolute accuracy, for superior craftsmanship, for exquisite styling, Hallmark watches are equalled by only a few of the world's finest watches. Famous since 1924, dealers have come to know that the name Hallmark stands for the last word in watchmaking quality. The incomparable timepieces shown on these pages all have Hallmark shock-protected movements that provide accurate timing and years of trouble-free, dependable service. In addition, the attractive cases and metal bands offer the last word in styling. When you buy Hallmark, you buy with supreme confidence that you're getting the best.

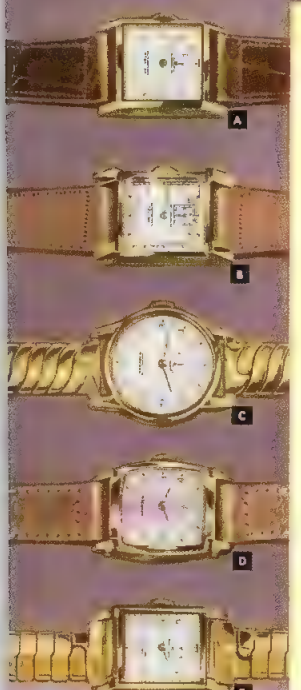
All Hallmark watches are made with standard, interchangeable parts for quick, easy replacement if necessary.

Suggested retail prices include Federal Excise Tax.

Watches illustrated are 7/8 of actual size

HAMPDEN

FAMED 17-JEWEL ACCURACY
OUTSTANDING MODERN DESIGN



A Advance style in a mirror-polished 14K. yellow gold case . . . clear raised crystal, genuine alligator strap. Rugged 17-Jewel Hampden shock-resistant* movement.
5031H4760 Suggested Retail $100.00

A Same 17 jewel movement as above . . . 10K. yellow gold filled case . . . sturdy genuine pigskin strap.
5032H3010 Suggested Retail $57.50

B Polished to a mirror-like finish . . . modern 14K. yellow gold case with a gleaming dome crystal. Fine genuine suede strap. Famed 17-Jewel Hampden shock-resistant* movement—guaranteed for accuracy.
5033H4760 Suggested Retail $100.00

B Same movement as above, 10K. yellow gold filled case, genuine pigskin strap.
5034H3010 Suggested Retail $57.50

C Popular circle-styled 10K. yellow gold filled case with matching expansion bracelet. Guaranteed 17-Jewel Hampden shock-resistant* movement for perfect service.
5035H3150 Suggested Retail $60.00

C Same case as above . . . 17-Jewel faithfully-accurate Hampden movement . . . genuine pigskin strap
5036H2590 Suggested Retail $49.50

D Clean masculine lines in a 10K. yellow gold filled case with a modern curved crystal, a genuine pigskin strap. 17-Jewel dependable Hampden movement.
5037H2745 Suggested Retail $52.50

E Effective simplicity marks this square 10K. yellow gold filled case. It has a matching expansion bracelet, a raised crystal, and the famous-for-accuracy 17-Jewel Hampden shock-resistant* movement.
5038H3185 Suggested Retail $60.00

• *Nationally Accepted*

• *All Dust Protected*

F Water-repellent, anti-magnetic — all stainless steel for rugged reliability. Matching expansion bracelet. Luminous figures and hands, sweep second hand—17-Jewel Hampden shock-resistant* movement
5039H3010 Suggested Retail $57.50

G Superbly styled streamlined square case, 10K. yellow rolled gold plate top, stainless steel back . . . clear raised crystal . . . genuine pigskin strap. 17-Jewel Hampden movement for the finest service.
5040H2310 Suggested Retail $45.00

H Handsome case of 10K. yellow rolled gold plate with a non-corrosive steel back. Matching 10K. yellow gold filled expansion bracelet. Superb 17-Jewel Hampden movement for trustworthy timekeeping.
5041H2450 Suggested Retail $47.50

H Same 17-Jewel Hampden watch as above, with fine, genuine pigskin strap.
5042H2100 Suggested Retail $39.50

J Just as attractive as it is accurate—10K. yellow gold filled top, stainless steel back. The unusual matching bracelet is combination mesh-and-expansion. Lastingly dependable 17-Jewel Hampden movement.
5043H2935 Suggested Retail $57.50

K Hampden AUTOMATIC—newest convenience in a fine watch—it winds itself on your wrist. All stainless steel, water-repellent and anti-magnetic, luminous figures and hands, sweep second hand, matching expansion bracelet. Famous 17-Jewel Hampden shock-resistant* movement.
5044H3750 Suggested Retail $70.00

L Gleaming 14K. yellow gold and outstandingly handsome extra-thin style, make this a pocket watch any man would be proud to own. 17-Jewel guaranteed accurate Hampden movement
5045H5565 Suggested Retail $115.00

L Same fine 17-Jewel Hampden movement as above . . . 10K. yellow gold filled case.
5046H2795 Suggested Retail $52.50

L Same famous 17-Jewel Hampden movement, 10K. yellow rolled gold plate case.
5047H2515 Suggested Retail $47.50

**Guaranteed to conform with specifications issued by the Federal Trade Commission. Printed guarantee and specifications covering this watch enclosed with each purchase.*

HAMPDEN *Time Honored Time Keepers*

NATIONALLY ACCEPTED . . . DUST PROTECTED

Accurate! 17-jeweled for maximum efficiency!
Fully Guaranteed! In a written certificate!
Proved Dependable! By years of service!
Precision Made! By new, modern techniques!
Beautiful! Incomparable, original designs!
Gift Boxed! In dramatic presentation box!

LOVELIEST OF ALL • HAMPDEN DIAMOND WATCHES

A Twenty-two fine, blazing diamonds, artfully set in a 14K. white gold square . . . a truly magnificent case. Famed 17-Jewel Hampden movement, guaranteed for faithful accuracy . . . this is a magnificent timepiece.
5000H17500 . . . . . **Suggested Retail $360.00**

B Fourteen breathlessly beautiful diamonds . . . brilliantly displayed in a modern square case of 14K. white gold. A gleaming modern dome crystal protects the dependably accurate 17-Jewel Hampden movement.
5001H13825 . . . . . **Suggested Retail $300.00**

C Ten star-bright diamonds in a stunning 14K. white gold square case . . . charming choice for the woman who loves luxurious simplicity. Modern dome crystal, faithful 17-Jewel guaranteed Hampden movement.
5002H12600 . . . . . **Suggested Retail $275.00**

D Six sparkling diamonds in a 14K. white gold case . . . discerning combination of traditional design, modern craftsmanship. Modern dome crystal, and unerringly accurate 17-Jewel Hampden movement.
5003H9695 . . . . . **Suggested Retail $200.00**

E Two diamonds eloquently sparkle in this enchanting case of 14K yellow gold . . . feminine and modern. The reliable 17 Jewel Hampden movement is guaranteed for years of faithfully accurate timekeeping.
5004H6230 . . . . . **Suggested Retail $130.00**

F Fashion-right—every lovely line of this 14K. white gold square case, dramatized with two brilliant diamonds. Modern dome crystal . . . the guaranteed-for-accuracy, famous 17-Jewel Hampden movement.
5005H6230 . . . . . **Suggested Retail $130.00**

G Gold filigree, loveliest example of the goldsmith's art, in an unusual 14K. yellow gold case. Its lace-like beauty holds a famed 17-Jewel Hampden movement.
5006H4305 . . . . . **Suggested Retail $90.00**

Suggested retail prices include Federal Excise Tax
Watches are illustrated 7/8 of actual size

HAMPDEN

Proved for Faithful Accuracy . . .

A Two flaming diamonds in a dramatically modern case of 14K. yellow gold. Flowing, streamlined curves are accented with a gleaming dome crystal. The modern-made, guaranteed accurate, 17-Jewel Hampden movement offers dependable service

5007H4445

Suggested Retail $90.00

B Two beautifully displayed diamonds a 14K. yellow gold case with feminine lines . . . a bewitchingly modern watch with a shining dome crystal. Famed 17-Jewel Hampden movement

5008H4445

Suggested Retail $90.00

C Simply fascinating design, stunning in 14K yellow gold, mirror-polished to dramatize the modern beauty of this case. Fashionable dome crystal . . . and the nationally famous, unfailingly accurate 17 Jewel Hampden movement

5009H3500

Suggested Retail $67.50

C Same watch as above . . . with the case in distinctive 14K. white gold

5010H3500

Suggested Retail $67.50

D Detailed design, for modern in the formal manner. Lovely 14K. yellow gold case . . . sleek double snake bracelet, 10K yellow gold filled. Clear raised crystal. 17 Jewel Hampden movement

5011H3815

Suggested Retail $70.00

E Elegant petals of 14K white gold cluster at each side of this dainty, matching square case. The gleaming crystal is raised for easy reading . . . famous 17-Jewel Hampden movement.

5012H3500

Suggested Retail $67.50

F Fresh young fashion—the watch case a 14K yellow gold square with tiered ends . . . a clear, shining raised crystal . . . and the 17-Jewel Hampden movement a treasure of accuracy.

5013H3430

Suggested Retail $65.00

G Gorgeous . . . such elegance of line in this 14K. yellow gold cushion case . . . a dome crystal gives it the final, perfect touch. For accuracy, a guaranteed 17 Jewel Hampden movement

5014H3150

Suggested Retail $60.00

H Heartbreaker's watch . . . a charming circle of 14K. yellow gold, its modern dome crystal a gleaming accent. 17-Jewel movement carries the famous Hampden guarantee for accuracy.

5015H3150

Suggested Retail $60.00

J A joy forever—the unusual beauty of this 14K yellow gold case with a square face, a shining curved crystal. And faithfully accurate the 17 Jewel guaranteed Hampden movement.

5016H3150

Suggested Retail $60.00

K Keynote. modern simplicity. The result. a stunning modern watch. 10K. yellow gold filled case . . . matching modern link bracelet. Guaranteed-for-accuracy 17-Jewel Hampden movement

5017H2795

Suggested Retail $52.50

L Lovely golden loop . . . the case 10K yellow gold filled . . . matching 2-strand snake bracelet . . . new unbreakable dome crystal. Unerringly accurate 17-Jewel Hampden movement.

5018H2795

Suggested Retail $52.50

WATCHES

. . . Loved for Exquisite Beauty

M Matchmates . . . this beautiful 10K. yellow gold filled case, and matching sunbeam link bracelet. And combining beauty with accuracy . . . an incomparable 17-Jewel Hampden movement.
5019H2795
Suggested Retail $52.50

N Nurse's watch, trustworthy and trim-looking, 14K. yellow gold case, sweep second hand, easy-to-read face. For this important watch the wonderfully accurate 17 Jewel Hampden movement.
5020H3290
Suggested Retail $62.50

N Some dependable 17-Jewel Hampden movement as above, this time with a 10K. yellow gold filled case.
5021H2485
Suggested Retail $47.50

O Outstanding for smartness and durability, this watch is 10K. yellow rolled gold plate with a stainless steel back —unbreakable dome crystal—matching 10K gold filled link bracelet. Guaranteed 17-Jewel Hampden movement.
5022H2555
Suggested Retail $47.50

P Bright mirror finish on this exquisite 10K. yellow gold filled case . . . curved raised crystal, square face. 17-Jewel Hampden movement for dependability.
5023H2640
Suggested Retail $50.00

Q Queenly in its smart, flowing lines. this case is 10K. yellow rolled gold plate with a stainless steel back . . . a round dome crystal The matching expansion bracelet is 10K gold filled For faultlessly accurate timekeeping—famous 17 Jewel Hampden movement.
5024H2640
Suggested Retail $50.00

R Radiantly attractive modern square —10K. yellow rolled gold plate . . . non-corrosive steel back . . . curved raised crystal . . . matching 10K. gold filled chain bracelet Accurate 17-Jewel Hampden movement.
5025H2520
Suggested Retail $47.50

S Sophisticated cushion case of 10K. yellow rolled gold plate with a stainless steel back. A popular gift choice, this watch, of course, has the famous, faithful, 17-Jewel Hampden movement.
5026H2345
Suggested Retail $45.00

T A treasure . . . of modern beauty, and modern accuracy. 10K. yellow rolled gold plate with stainless steel back . . . curved raised crystal . . . famous 17-Jewel Hampden movement.
5027H2345
Suggested Retail $45.00

U Undeniably classic . . . and undeniably lovely. 10K. yellow rolled gold plate circular case with a stainless steel back. faithful 17-Jewel guaranteed Hampden movement.
5028H2065
Suggested Retail $39.50

V Two diamonds in a brilliantly designed modern watch of 10K. yellow rolled gold plate, with a stainless steel back, a curved raised crysta.. For the finest in accurate service . . . 17-Jewel guaranteed Hampden movement.
5029H3555
Suggested Retail $67.50

V Same watch as above . . . stunning in 10K. white rolled gold plate . . . with a stainless steel back . . . two diamonds.
5030H3555
Suggested Retail $67.50

THE HANDY LINE

. . . quality in practical playthings!

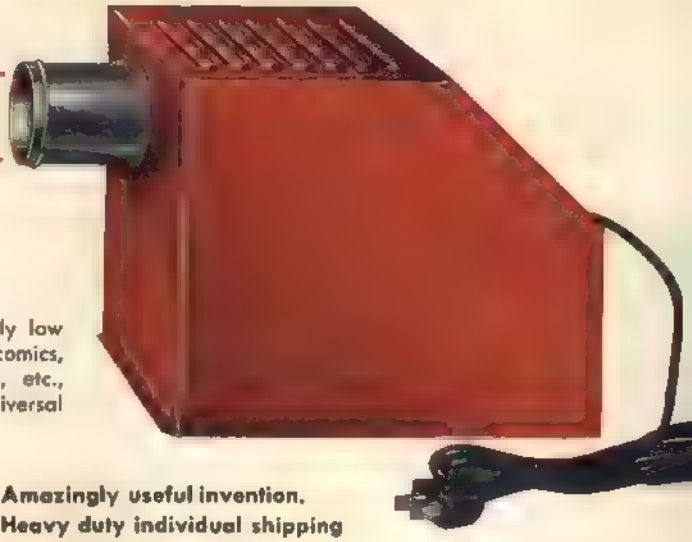
The Magna-Vue Projector

Magnifies
Projects
Learn to Draw
Live Insert Show

PROVEN SALES!

Copy Pictures
Color Photos
High Fidelity
True Color

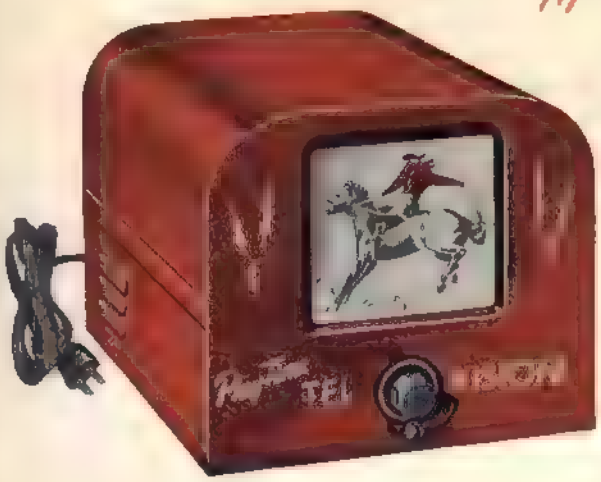
A scientific product at an amazingly low toy price. Throws enlargements of comics, photos, live insects, coins, stamps, etc., against wall or white cloth. Has universal appeal for all youth ages.



Amazingly useful invention. Heavy duty individual shipping cartons.

BOOMED in '49-BIGGER '50

Junior Tel-O-Vision



Cash in on today's headliner . . . Looks like a real 16-inch set with screen viewer. Furnished complete with five double sided viewing discs. More than 200 pictures and printed blanks for 300 pasteups.

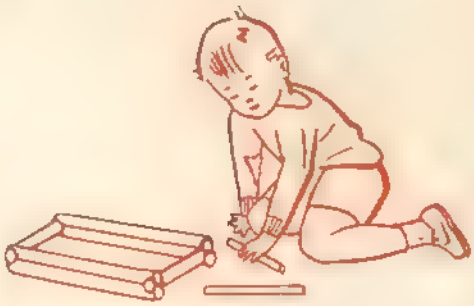
- **Push-pull selection controls**
- **Easy, accurate focussing**
- **Magnifies 25 times**
- **Shows full natural colors**

● Write today for complete descriptive literature on the Handy Line of quality toys.

HANDY MANUFACTURING CO. INC., Worcester, Mass.

Sales Agents and Display Rooms—Remson Seabury Co. Inc., 1107 Broadway at 24th St. New York 1, New York

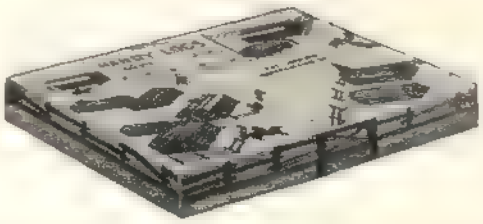
. . . designed for profit sales!



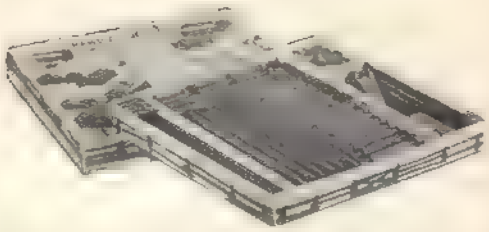
HANDY LOGS

A complete 125 piece construction set. The real round log set with standup figures.

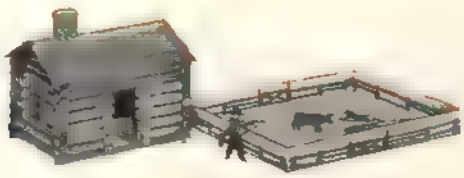
In the "Sell-on-Sight" Utility Package



Complete Package Shows 10 of 25 "can-do" models.



Carefully Packaged Set Die-out Figures and Play Signs.



Western Corral Box Cover Becomes Fenced Corral

- Precision Cut Round Logs.
- Stand-up, Die-cut Figures.
- Gables, Roofing included.
- Gas Pumps and Steeple.
- Play Signs cut from dividers.

It's a Nifty for 1950!

HANDY MANUFACTURING CO., INC. Worcester, Mass.

CHILDREN LOVE IT

HERSHEY BAR BANK

The New Toy Sensation

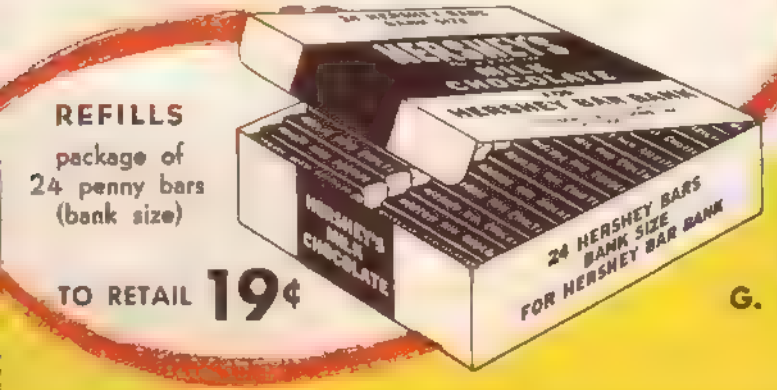
SIMPLE TO OPERATE

PUT IN PENNY PRESS THE BUTTON

OUT POPS CHOCOLATE

REAL VENDING MACHINE TO ENCOURAGE CHILDREN TO SAVE—
FASCINATING AND USEFUL TOY FOR EVERY GIRL AND BOY

In red durable plastic complete with Key and **24 BANK SIZE HERSHEY'S** milk chocolate Bars



REFILLS
package of 24 penny bars (bank size)

TO RETAIL **19¢**

TO RETAIL **$1.95**
FAIR TRADED

HERSHEY BAR BANKS available direct through representatives (see reverse side) or your local jobber.

G. FELSENTHAL & SONS, INC.
4100 W. Grand Ave.
Chicago 51, Ill.

SEE OTHER SIDE FOR DETAILS

big business for little business men!

HANDY COIN CHANGER

CASH IN ON COIN CHANGER SALES

A most practical toy for the growing boy. A must for newsboys. Has same fast action, coin ejector as professional types. Heavy nickel plating and rugged construction. Spill-proof top is easily loaded. Handy belt clips. The 3-coin model holds over a hundred coins (dimes, nickels and pennies). The 4-coin change maker holds $14 in change (dimes, nickels, pennies and quarters).

Both 4 and 3-coin models are attractively packaged in individual cartons.

GARDEN SETS AND ALL-SEASON SHOVELS

Exceptionally well made sets including shovels along with many types of all season shovels. These are made in several designs and sizes to meet price requirements. Every set has smooth lacquered hardwood handles and either nickel plated or enameled blades.

HANDY MANUFACTURING CO., INC., Worcester, Mass.

horsman

cry baby

The outstanding innovation of 1949 in astounding new values!

softee

The doll whose soft plastic arms and legs revolutionized the doll industry.

bright stars

All plastic girl dolls in refreshingly new styles.

●

A complete line of "easy-to-sell" dolls.

The HORSMAN tag insures ready acceptance by your customers

america's best-known and best-loved dolls

horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone OR 5-1720

dolls

horsman

tynie baby

New born baby with soft plastic head, arms and legs.

snuggle softee

Phenomenally successful crib companion at new low prices.

gold medal

Standing dolls with soft stuffed arms, legs, and bodies of latex.

These important new lines
reflect the original thinking that has
long been responsible for HORSMAN'S outstanding leadership.

america's newest and most life-like dolls

horsman dolls, inc.

200 fifth avenue — new york 10, n. y.

factory: trenton, new jersey — telephone OR 5-1720

dolls

Become Acquainted With America's
OUTSTANDING DOLL LINE

your visit to the Toy Fair will not be complete until you see our

NEW BORN
BABY BUNTING
DOLLS
REGISTERED

Made In Various Sizes To Retail At Popular Prices

All Latex!! ***All Latex!!***

BABY BUNTING
THE ALL LATEX-FOAM RUBBER
STUFFED
NEW BORN BABY DOLL
That Drinks and Wets

See Our Line at the Toy Fair

McALPIN HOTEL
ROOMS 1120 - 1122

PERMANENT SHOWROOM
ROOM 404 — 1107 BROADWAY

In Attendance

DAVID BIELER	MEL FAUST
AARON FAUST	LEE SHERMAN
LEE PELUNIS	TAL KAUFMAN

California Representative
LEE SHERMAN, 315 W. 9th St., Los Angeles

Chicago Representative
TAL KAUFMAN, 4935 Drexel Blvd.

Imperial Crown
TOY CORP.
SHOWROOM 1107 BROADWAY, N. Y.
FACTORY BROOKLYN, N. Y.

For the first time...

LAINEE'S Swiss Boy and Swiss Girl, each 22" tall with soft full wig and dimpled washable face.

delicate embroidery in domestic dolls

LAINEE'S superb collection of distinctively designed dolls feature those expensive looking operations found only in imported dolls selling at many, many times LAINEE'S LOW PROFIT PACKED PRICE.

★ FOR DISTINCTIVE DESIGNS!

★ UNPRECEDENTED PROFITS!

★ AGGRESSIVE PROMOTIONS!

toy show news . . .

see LAINEE'S exhibit at the HOTEL NEW YORKER

SUITE 1087

Lainee

DOLL CREATIONS INC.

15 West 17th Street, New York 11, N. Y.

CHelsea 3-2550

Ideal

IDEAL IS TOY NEWS

READ WHAT THE MAGAZINES SAY ABOUT US...

Sparkle's existence as a million-dollar doll was insp Bill McDuffee, former a ican footballer who is Gim buyer in New York. McDu pressed by what he had he his own kids about Spark came to Michtom with clippings and asked w would be willing to do fo —exclusive. Michtom drawings to the factory a time, hand-built samples for inspection. These ha instead of the more pra coiffure that was ultim

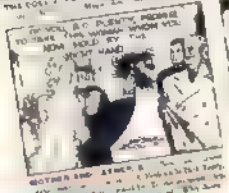
They were sent, for t children of Abe Katz, duction manager, and Michtom, a dentist b juvenile critics appr and their parents repo ate wails of desire fr children who wanted After further expe especially with wool kle swung into prod

Wigmaking and count for only a few erations that go into These are performe one factory in

LIFE

SPARKLE PLENTY

The daughter of B. G. Plenty and Gerrol Gert becomes a doll and starts to set sales recor



COSMOPOLITAN

The smart hunch of an immigrant Brooklyn toymaker was the basis of the thirty-million-dollar-a-year business of Morris Michtom, who made the original Teddy Bear. In 1904, while hunting in Mississippi, Theodore Roosevelt came upon an orphaned bear cub. Roosevelt was photographed holding the appealing baby, and the print was widely circulated. When Michtom saw the picture he got his hunch. In a back room, he and his wife cut out a tiny bearskin of fluffy brown wool, fashioned it into a cub and stuck it in a window, with a card, "Teddy's Bear." They sold like hot cakes. On impulse, Michtom sent one to Roosevelt and asked permission to use the name nationally. T. R. replied, "I don't think my name is likely to be worth much in the bear business, but you're welcome to use it." Michtom still has the original letter. The name—and his hunch—were worth a million dollars. His son, B. F. Michtom, carried on his father's business and made famous the Shirley Temple doll and a host of others.

IDEAL NOVELTY & TOY CO., 200 Fifth Ave., New York 10, N. Y.

IDEAL IS TOY NEWS

Oh, Those Beautiful Dolls!

by JOSEF ISRAELS II

WITH THE POSSIBLE exception of Mr. and Mrs. John Agar, the most who was Shirley Temple, the most adored couple of the earth of Shirley's baby this year was a New York girl named Ben Michtom, who isn't even related to the famous parents. He has, however, an old and profitable acquaintance with [illegible] the 1930's, when [illegible] dollars in the coffers of the company, plus help [illegible] to Shirley [illegible] her halo [illegible]

Alas, the Agars did not approve of the idea. Ben Ideal [illegible] two pieces of [illegible] the processes of [illegible] the greatest [illegible] This is "Sparkle [illegible] character [illegible] unsavory characters [illegible] Tracy comic strip [illegible] 1944", and [illegible] fabricated through [illegible] methods more [illegible]

The people who make the dolls America's kids cry for gamble for high stakes, but a big hit represents millions in the till

the original "Teddy Bear," a toy which became popular from America to Zanzibar because of a fortuitous bit of thinking on the part of Morris Michtom, who then manufactured a few toys in Brooklyn. A Russian immigrant, Papa Michtom had had some training as a mechanic in the old country, and applied his knowledge to New York toy-making. In 1904, when Theodore Roosevelt went hunting in Mississippi, an orphaned bear cub fell into his captors' hands. Roosevelt's picture holding the appealing baby was widely circulated.

Morris Michtom saw the picture and something clicked. He and his wife were [illegible] and [illegible] out a [illegible] bear's [illegible] of fluff, [illegible] wool. They stuffed it and set it in the window with a placard calling attention to "the original Teddy Bear." It sold fast and they made more. These moved fast, too, and in a flash of the precocious, appealing which was to build a multi-million-dollar business, Pop Michtom packed up a Teddy Bear and shipped it to Roosevelt, along with a letter asking permission to call it "Teddy's Bear."

Back came a reply, saying he didn't think [illegible] name was worth much [illegible] the bear, but [illegible] welcome to it. [illegible] original letter is still in the [illegible] sample of the bear, [illegible] ens [illegible] toy wholesale days. They [illegible] Michtom which [illegible] borrow the name [illegible] toy-space [illegible] ideal.

Teddy Bear [illegible] feet. But [illegible] down the years expand [illegible]

adds to Michtom's conviction that "what you have to give them isn't realism, but a doll to which they can do something for [illegible]

[illegible] for the amusement of their young, and offers insurers a chance to gamble even more spectacularly than [illegible] theatrical producers in a $12,000,000 hit or a $1,000,000 flop. In the [illegible] of Ideal, which rings up some [illegible] of total U. S. toy sales, [illegible] what show

Coronet

Look

Lifelike new baby doll

Responds to Love

TAKING their cue from child psychology, the makers of this new bid for dolldom success have also endowed it with response to pain. They call it "Baby Coos" because it produces a lifelike "coo" when caressed. When handled roughly, it complains. Few small mothers will give it the hurt treatment, however, since it is cuddly, with a surface that feels like baby skin. "Baby Coos" is expected to bring a bigger bonanza to store toy departments than even last year's "Sparkle Plenty" which rolled up $3,500,000 in sales.

Ideal IDEAL NOVELTY & TOY CO.,

Ben Loves LITTLE Dolls

By ROBERT FROMAN

Collier's

SUNDAY NEWS

THE NEW YORKER

LITTLE THINGS; BIG BUSINESS

Eager kids and loud parents build U. S. toy industry from nothing to $300,000,000 yearly

By BURT HARRINGTON

200 FIFTH AVE., NEW YORK 10, N. Y.

IDEAL IS TOY NEWS!

The Ideal Novelty & Toy Co., one of the biggest mass producers of dolls, has one called Baby Coos that can express a fair range of emotions when squeezed by a properly understanding person; this one works by means of a clarinet reed and a hollow head designed like a sounding board. Ideal's new Toni doll, with a nylon wig that can be sh... and waved, ... which h... tin... tor... nam... called Snoozie, made of a plast... which feels like the head of a new born baby, soft fontanel and ... and two others modeled on t... cowboy stars Hopalong Cass... and Roy Rogers which may b... down the traditional resist... of boys to the doll world. ... carefully refrains from ... Hopalong Cassidy and ... items by the proper ..., which might insu... masculine mind. ... fers to them as ... l's hope that ... may be in ... con...

LIFE

MILK FED INTO TRAP IN COW'S BACK EMERGES FROM RUBBER UDDER

There is a cow that gives real milk

Teddy to Sparkle Plenty: The Toy Age Grows Up

By BURT HARRINGTON

SUNDAY NEWS

You may hear an occasional rumor ... re is no Santa Claus, but as far as the ... concerned he was around ... ustry is ... ort of its ... ... ly now with ...

The ... and ... have ... tigers ... ting fir... ... short miniature ro..., a mill that makes bricks, a monkey that climbs a tree for coconuts, in fact, rank upon rank of new items along with the standbys like electric trains, construction sets and dolls.

Industry's "Golden Age."

The Department of Commerce sees this season as the "Golden Age" of the toy industry, which 100 years ago was a feeble infant doing maybe $100,000 a year business. Even 50 years ago it wasn't very important. It got its boost when World War I cut off imports from Europe, and in 1947, the last year for which full figures are available, more than 1,300 manufacturers did $332,000,000, which puts toys in the major-industry bracket.

There are, however, comparatively few really large companies. One is the Ideal Novelty & Toy Co. of Hollis, Queens. It was founded by the late Morris Michtom, who came from Russia as a young man. He and his wife used to make stuffed toys in their Brooklyn home and when he had a pushcart full he would go out and peddle them.

It happened that in 1902, President Theodore Roosevelt was on a hunting trip in Mississippi and captured a small bear. Clifford Berryman, famed cartoonist, drew a picture of the incident and titled it "Teddy's Bear." Michtom saw the cartoon, wrote to the President and got permission to make a stuffed likeness of the new pet. It caught on at once. The name Teddy bear is now in the dictionary and the toy was the foundation for a firm which now employs 3,200 workers.

Morris Michtom's sons and son-in-law ...

A. Katz, Treasurer and Brilliant Production Chief of the Ideal Firm, contemplates with satisfaction a fast-selling toy dog-wagon.

There's a Parade of
NEW IDEAL SMASH HITS
Waiting for you in Room 416!

Don't Miss It!

PLAYTHINGS — MARCH 1950

Ideal IDEAL NOVELTY & TOY CO., 200 Fifth Ave., New York 10, N. Y.

Martingales

Best grade, russet skirting leather, flower design hand tooled; 2¾ inch collar; ⅞ inch belly strap to loop around cincha; ⅞ inch tie-down to snap onto bridle; nickel plated hardware; oiled and shellacked. Weight, 3 pounds each.

No. **2511** Martingales . . . . . Each **19.00**

No. **823** Martingales—Same as above except basket stamped . . . . . Each **15.00**

No. **782** Martingales—Same as above except with beaded edges . . Each **14.00**

No. 16 Pony Bridles

Made of English type rein leather, stained edges; ⅝ inch x 10½ inches single cheeks with No. 188 buckle at bit, and bar buckle at top; ⅝ inch sewed front, 13 inch long; ½ inch throat strap; ½ inch curb strap; ⅝ inch reins by 4 feet; leather rosettes; 4 inch mouth Port bit; 1⅛ inch x 21½ inch crown. Weight, 16 pounds per dozen.

No. **16** Pony Bridles, per Doz. **56.00**

No. 6 Special Saddles

No. 518 Saddles

Tree: Ellensburg, bull hide covered 15 inch seat, 14 inch swell fork. Heavy leather built up ground seat with sheet steel support; 3½ inch cantle; 2½ inch leather horn cap; 3⅛ inch flat aluminum rigging rings.
Skirts: 27 x 10½ inches; sheep wool skin lined.
Fenders: Bell fenders and stirrup leathers in one piece.
Girth: 1¾ inch leather flank.
Tie Straps: 1¾ inch latigo leather.
Billet: 1¾ inch off billet. Heavy rigging, California style, extending completely over tree in back of cantle and front rigging fitted securely to both sides of front fork. Full waffle design, hand embossed throughout. Aluminum conchas.
Finish: Oiled and antiqued. Weight, 41 pounds.
No. **518** Saddles. . . . . Each **170.00**
Packed individually.

Tree: Ysleta roper, bull hide covered; Pelican horn; 14 inch seat, 12 inch swell fork; 2½ inch cantle; 3½ inch flat aluminum rings.
Seat: Heavy built up leather ground seat with steel support; fancy waffle design hand embossed throughout.
Girth: 15 strand mohair; 1½ inch leather flank girth.
Skirts: Round, lined with wool sheepskin, 12½ x 26 inches
Fenders: Bell shaped 9½ x 19 in.
Stirrups: 2 inch bound, stirrup leathers and fenders.
Cantle: Wide cheyenne, 1¾ inch x 6 feet yellow latigo leather tie straps; heavy rigging.
Finish: Oiled and antiqued. Weight, 40 pounds.
No. **6** Special Saddles. . . . . Each **160.00**
Packed individually.

Send for Complete Saddle and Bridle Catalog.

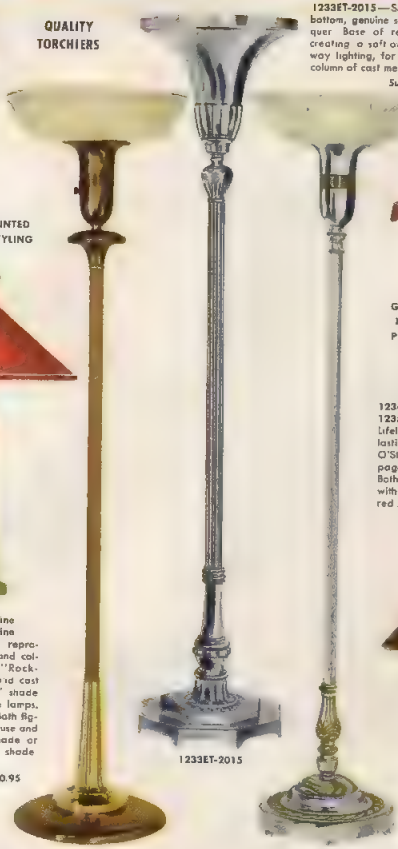
America's De Luxe Decorator-Styled Lamps

This tag on every MITCHELL Lamp is your GUARANTEE OF QUALITY

QUALITY TORCHIERS

1233ET-2015—Smart, modern, unique. From top to bottom, genuine silver plate protected with finest lacquer. Base of reflector has a "hazy" glass insert creating a soft outer glow on the reflector surface. 3-way lighting, for 100-200-300 watt bulb. Base and column of cast metal. Height 61", Reflector 13"

Suggested Retail $32.50



SUPERBLY HAND-PAINTED MODERN CHINESE STYLING

MATCHING BOY

1236ET-1300—Girl Figurine
1237ET-1300—Boy Figurine
Authentic Chinese figure reproduction, in everlasting hand colored, washable cast "Rock-O'Stone". Mounted on solid cast metal base with "Coolie" shade specially styled for these lamps. Height 27". Shade 18". Both figurines available in chartreuse and black with chartreuse shade or red and black with red shade. Specify Color

Suggested Retail $20.95

GENUINE HAND-PAINTED

MATCHING GIRL

1234ET-1530—Girl Figurine
1235ET-1530—Boy Figurine
Lifelike, hand-tinted figures made of the everlasting washable new cast material, "Rock O'Stone." With translucent parchment type pagoda shade. Height 27". Shade 11 x 12". Both figurines available in chartreuse and black with chartreuse shade or red and black with red shade. Specify Color

Suggested Retail $24.50

DE LUXE PLANTERS LAMP

1240ET-525—Deluxe Planters Lamp
Extra heavy one-piece spun metal it can't leak! The ideal "Planter" Lamp for home or as a gift. Plenty of light from the matching 18" parchment type shade with white inside reflecting surface. A grand informal "conversation piece" for real or artificial blooms. Height 23". Available in Tole Green with green shade or Tole Red with red shade. Specify Color.

Suggested Retail $8.50

1238ET-1745—Genuine bronze plate, finely detailed cast metal parts. Sculptured glass decorative bowl for soft downward light; inner reflecting surface for smooth overall illumination. 3-way lighting for 100-200-300 watt bulb. Highly decorative and practical. Height 61"; Bowl 15".

Suggested Retail $27.95

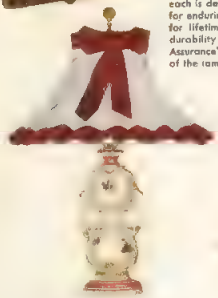
1239ET-1605—A lighting classic in sparkling genuine silver plate. Onyx-type insert enhances the detailed base of this finely modeled cast metal torchier. Graceful, specially designed duo-tone glass bowl. 3-way lighting for 100-200-300 watt bulb. Height 61"; Bowl 15".

Suggested Retail $25.75

Gorgeous Styling, Superb Lighting, Superior Lamp Value

There's a World of Long-Lasting Beauty and

MITCHELL Lamps have for many years enjoyed foremost acceptance as the finest in the field. These new models uphold every MITCHELL tradition: each is designed, styled and finished for enduring decorative beauty, built for lifetime lighting excellence and durability. The MITCHELL "Shield of Assurance" tag guarantees the quality of the lamp you select.

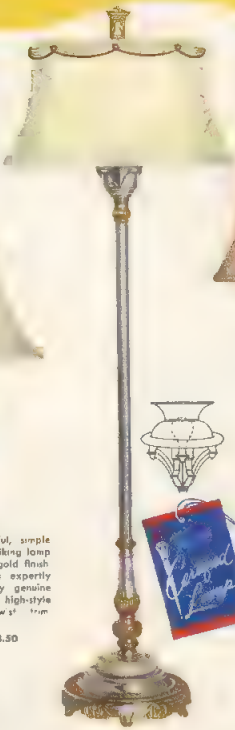


1241ET-1163—The vogue for swirl is beautifully interpreted in this colorful, exclusive design creation. Cast metal base is in "China-Glo", duplicating fired china on metal. Unbreakable; durable, washable finish. There are 19 graceful swirls in the hand sewn shade of sparkling Celanese, trimmed with luxurious velvet ribbons. Height 24". Shade 15".

Suggested Retail **$18.75**

1242ET-1140—A graceful, simple cast metal urn, a truly striking lamp in its lustrous white and gold finish. The hand-sewn shade is expertly fashioned of top quality genuine Celanese, finished with a high-style hand-made braided twist trim. Height 23", Shade 15".

Suggested Retail **$18.50**



1243ET-3415—A genuine "Certified Lamp", with glass and metal reflector. Genuine silver plated cast metal, with antiqued gold for added interest. Has 5" Onyx insert. Hand-sewn washable Celanese shade with modern hand-made drape. 3-way reflector, plus Circline fluorescent 32 watt lamp (furnished). Height 59", Shade 19".

Suggested Retail **$54.75**

A Word About Shades. MITCHELL designers insist that each shade must be *individually designed* for each lamp, and must be the best of its kind. Ordinary fabrics will not do, that's why we've selected only the very finest washable Celanese-taffeta

DE LUXE 6-WAY FLOOR LAMP

NEW CHINA-GLO MASTERPIECES

1244ET-1065—Lively color in this original dubonnet "China-Glo" cast metal base makes it a distinctive day-or-night decorative piece. The matched shade is of super-quality washable Celanese, hand-sewn and hand-trimmed in the latest vogue. Height 22", Shade 15".

Suggested Retail **$17.25**

1245ET-725—A striking, daintily proportioned lamp for use singly or in pairs. Durable rust metal base in the exclusive "China-Glo" finish—washable, always attractive in its fresh, bright colors. Genuine Celanese-taffeta shade, hand-sewn, washable. Height 21"; Shade 13".

Suggested Retail **$11.75**

1246ET-1900—Bronze plated, cast metal base and ornaments, with colorful onyx type insert. Hand sewn washable shade of quality Celanese-taffeta, with delicate hand made drapes. 10" reflector for 3-way lighting, plus 3 sconce candelabra. Height 59"; Shade 19".

Suggested Retail **$30.75**

Lighting Excellence in this Great Lamp Selection . . .

merica's Leading Lamp Line

E LUXE 6-WAY FLOOR LAMP

250ET-2215—Even a color reproduction can't convey all the quality and beauty of this molded metal silver plated lamp. A rich, exclusive design, with smartest hand-sewn Celanese tailored shade featuring hand-appliqued trim. Washable. Complete 3-way lighting; 10" reflector; 3 light candelabra. Height 59", Shade 19".

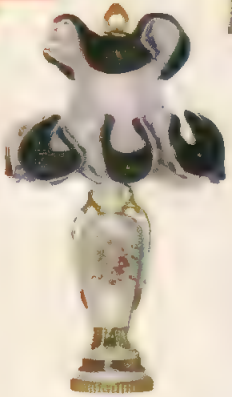
Suggested Retail $35 50

DE LUXE 6-WAY FLOOR LAMP

1249ET-2230 — Decorators say, "laps for color harmony." A beauty from its exclusive, unusual cast base to the specially tailored shade. Superior gold plate, hand-toned. Shade is hand-sewn, including lovely double ruching. 6-way lighting; 10" reflector; 3 light candelabra. Height 59", Shade 19".

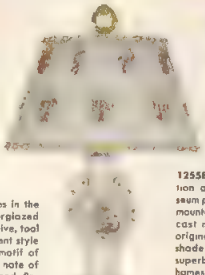
Suggested Retail $37 25

EXQUISITE UNDERGLAZED CHINA LAMPS



1248ET-2305—It's Big, Dressy, Colorful. This unusual lamp features a super fine underglazed kiln-fired china vase (not to be confused with ordinary pottery) on a cast metal base. We've styled a most unusual ruffled shade, entirely hand-sewn. Has protective wire guard. Height 29", Shade 18".

Suggested Retail $37 00



1251ET-525—So many places in the home for this colorful underglazed china lamp – and so inexpensive, too! The spritely pleated parchment style shade, matching the flower motif of the china urn, adds a cheery note of colorful harmony. Trimmed and finished in handsome style. Height 24", Shade 16"

Suggested Retail $8 50

1251ET-525

1247ET-960—Rich underglazed genuine china column mounted on a cast metal base. Classically simple in styling and ornamentation. Smart parchment type drum shade is perforated so that individual decorative leaves may be turned outward for a unique lighting effect. With reflector, for 3-way lighting. Height 29", Shade 16".

Suggested Retail $15 50

1255ET-1575—Authentic reproduction of a priceless old world museum piece. Finest underglazed china mounted on a beautiful, durable cast metal base. With matching original-style hand-sewn washable shade with hand-made drapes. A superb lamp worthy of the finest homes. Height 24"; Shade 15".

Suggested Retail $25 25

The Acme of Lighting Beauty, Quality and Value

SUPERB METAL-ART LAMPS

CHAIR-SIDE STUDY LAMPS

1254ET-1320—A formal, high-style lamp with reflector and 3-way lighting. Fine sculptured cast metal base. Distinctive hand-sewn, top-quality Celanese-taffeta drum shade with hand-made trim; washable 8" reflector. Height 27", Shade 16"

Suggested Retail **$21.25**

1253ET-1675—Half-circle swing arm, newest color combination. Plated and hand-toned Cast metal base. Smart Turban Twist hand-sewn washable shade of finest Celanese-taffeta, expressly designed for this lamp. 8" reflector for 75-100-150 watt bulb. Height 54", Shade 15".

Suggested Retail **$26.95**

1256ET-2100—So lovely, so practical, this double swing arm lamp. Bright gold plate; hand-finished antique ivory toned. Hand-made washable Celanese shade trimmed with double "dressmaker" ruching. 8" reflector for 75-100-150 watt bulb. Height 54", Shade 15".

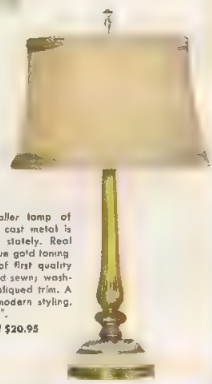
Suggested Retail **$33.75**

1257ET-1300—A simple, expensive-looking single swing arm lamp in finest polished brass plate. Cast metal base and ornaments. Arm swings in half circle. Formal persimmon-toned parchment style drum shade has white inner reflecting surface. 8" reflector for 75-100-150 watt bulb. Height 54", Shade 14".

Suggested Retail **$20.95**

1252ET-1300—This taller lamp of meticulously designed cast metal is impressively rich and stately. Real silver plate with antique gold toning. Unusual drum shade of first quality Celanese-taffeta, hand-sewn; washable, hand-made appliqued trim. A striking example of modern styling. Height 29", Shade 15".

Suggested Retail **$20.95**

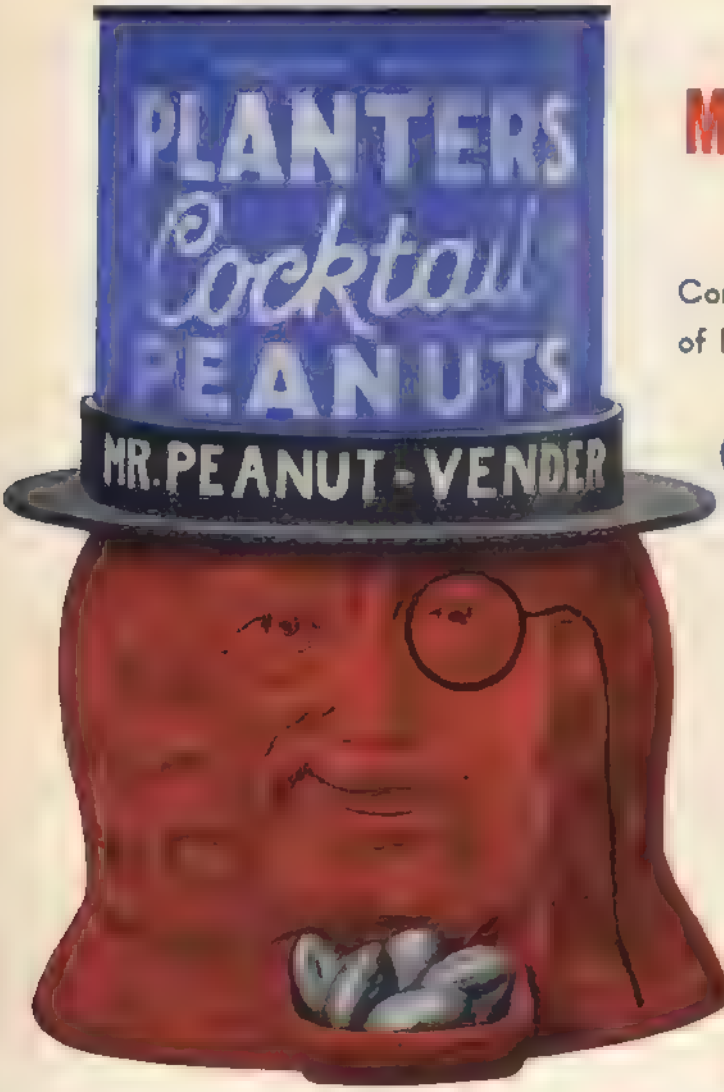


1258ET-1185 Tall and "decorator right"! Genuine gold plate, hand-toned cast metal base and symmetrical shaft, with a colorful onyx-type insert. Smart double drape, washable drum shade, entirely hand-sewn. Has an 8" glass reflector for 3-way lighting. Height 30"; Shade 16".

Suggested Retail **$18.95**

We have been granted the exclusive manufacturing and selling rights for what will be One of the Greatest Selling Novelties in Years!

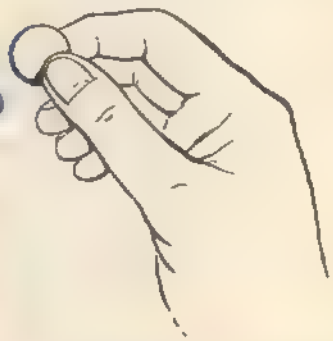
Cash in on the tremendous advertising benefits provided by our licensor — **PLANTERS PEANUT CORP.**



ALL PLASTIC

MR. PEANUT VENDER AND BANK

Comes complete with ½ lb. vacuum packed can of Planters Peanuts. Simply unlock Mr. Peanut's Hat — open the can, empty contents into hat, and lock.



USES PENNIES, NICKELS OR DIMES

Same key unlocks bottom plate for coin removal when bank is full. Will hold upwards of twenty dollars in coins.

NO TROUBLE WITH REFILLS
AVAILABLE EVERYWHERE

NO. 1004 HEIGHT 7½ Inches

THE SMASH HIT OF 1950!

THE GEO. S. SCOTT MFG.

SALES REPRESENTATIVES, LEVY & FRYER,

16th Year

PIONEERS
IN PLASTIC TOYS

The Geo. S. SCOTT Mfg. Co.

WALLINGFORD. CONN.

ROOM 203 - 200 FIFTH AVENUE, NEW YORK 10, N. Y.

The Quality of our Spring Wound Toys is beyond comparison. This is evident when you inspect them in our display rooms. They are made to withstand the roughest treatment and are worthy of our guarantee.

MECHANICAL WALKING TOYS

Strong Plastic Bodies • Dependable Spring Wound Motors

TOTO, THE CLOWN

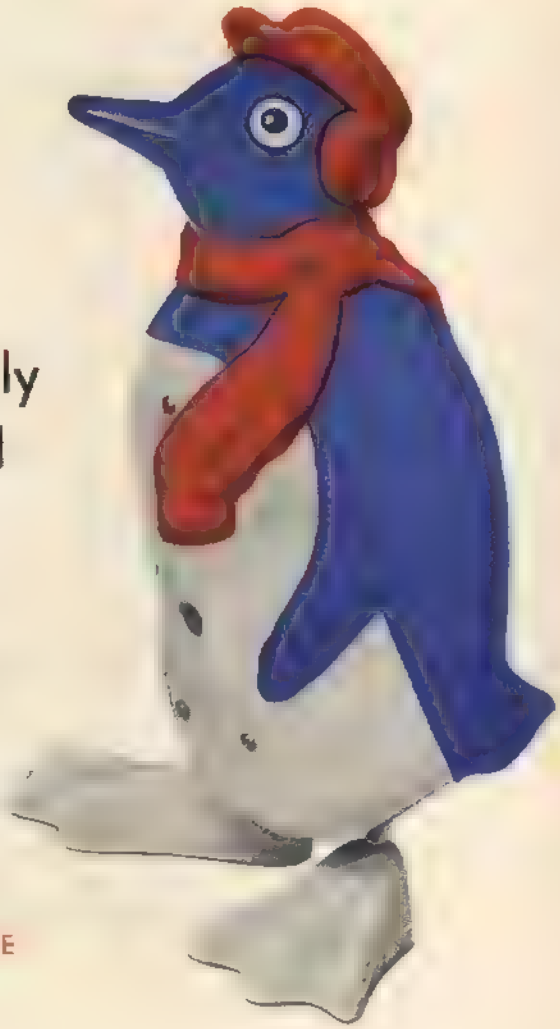
NO. 1001

Height 12 inches
IND. Boxed
2 Doz. per carton
Weight per doz. 14 lbs.

Beautifully Painted in Three Colors

ONE-HALF ACTUAL SIZE

POLLY PENGUIN



NO. 1002

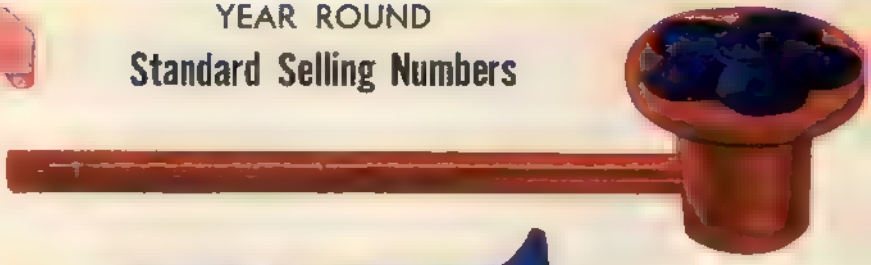
Height 11 Inches
IND. Boxed
2 Doz. per carton
Weight per doz. 14 lbs.

., WALLINGFORD, CONN.
IFTH AVE. ROOM 203, NEW YORK 10, N. Y.

YEAR ROUND

Standard Selling Numbers

NO. 135
POLICE
WHISTLE



NO. 103
5 BUBBLE PIPE
Blows 5 bubbles
at one time

NO. 112 SIREN
with or without band and chain

NO. 113 TWO TONE TOOTER
with or without band and tassel

NO. 150 PRESS-A-TOP
Brand New — Patented — A self-contained spring-winding plastic top. Wind, press to release. Sings as it spins. Winder solidly assembled to top. Cannot be mislaid.

NO. 101 MUSI-KAZOO
Just Hum in it.

← NO. 162 PICCOLO RECORDER
This 13 inch long instrument has been recognized as the leader in its field. Complete in box with music book. Each instrument in two colors, Ivory and red. Pitched in key "C".

Above items in assorted colors, red, blue, green, yellow. Nickeled trimmings and chains, where indicated

ACTUAL SIZES SHOWN

Carded 12 or 1 per card

Their quality in the low price market has not been surpassed. Immediate shipments from stock.

SCOTTY TOYS

THE GEO. S. SCOTT MFG. CO., INC.

WALLINGFORD CONNECTICUT

Room 203, 200 Fifth Avenue, New York City

OWENS 26' CRUISERS

THE SPORTSMAN'S CONVERTIBLE

Runabout performance with cruiser safety 23 M.P.H with the Flagship marine engine. This deep vee, high chine hull with higher freeboard and greater beam makes the Owens 26 drier, safer and more comfortable than any other utility

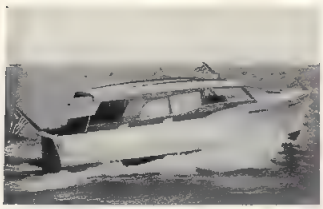
SUPER DELUXE SEDAN

America's roomiest lowest priced cruiser. Full headroom, living room, cabin, picture window visibility, larger galley, private dressing room and toilet all add up to a value packed cruiser that sleeps four in elegant comfort

FLYING BRIDGE EXPRESS

The answer to a sportsman's prayer plus all the comfort and livability of a deck cabin cruiser. Features dining nook, larger galley, private toilet with sleeping accommodations for four

OWENS 33' CRUISERS



CUSTOM DECK CABIN CRUISER

America's most popular family cruiser, and with good reason too. This custom deck cabin cruiser has gained the reputation of being the ultimate for all around cruising in pleasure and safety

FLYING BRIDGE 33-FOOT EXPRESS

Combining all of the comfort and livability of a deck cabin cruiser, this flying bridge 33' has the thrill of an outside control station. Ideal for fishing, commuting or just plain cruising, you couldn't find a finer buy in boating for 1950.

OWENS YACHT CO., 11 Stansbury Road, Baltimore 22, Md.

OWENS FLAGSHIPS

BOATING'S FINEST BUY!

Send for our new 1950 catalog and our booklet "Know the pleasures of Boating." Learn even more about why an Owens Flagship is Boating's Finest Buy!

OWENS YACHT COMPANY
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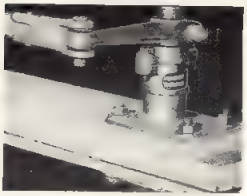
Name . . .

Address . . . . .

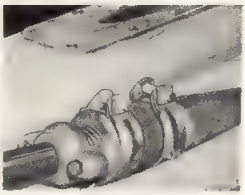
City. . . . State.....

1. VALUE



No steering cable worries. Positive rod control system with rubber cushioned joints and rubber mounted rudder shaft bearing. "Spring Loaded" to insure constant tightness and to reduce rudder vibration

This well-lighted, airy galley features twin sinks, metal top, fluted glass galley lockers, in short, the same conveniences that you have in your kitchen at home.

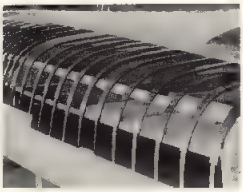


Worm proof metal lined shaft alley of outside mounted type, with a "spring loaded" stuffing box that automatically applies correct pressure, prevents stuffing box leaks

2. CONSTRUCTION

The best materials, the finest workmanship, plus the advantages of mass production combine to give a sturdily built, non-pounding, closely framed hull that is the very best in the boating field today.

This 100 H.P. Flagship marine engine is tailor made for the hull. Here in one power plant are all of the latest improvements in marine power, designed by men who know and understand the problems of marine requirements.

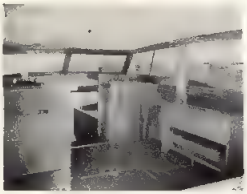


Copper strengthened frames at points of greatest stress are one of the many exclusive Owens Construction details that make a Flagship Cruiser Boating's Finest Buy for 1950!

3. LIVABILITY

Only in a Flagship Cruiser will you find the details of design that permit 100% livability typical to Owens cruisers. Exclusive helmsman's seat converts into large comfortable bed.

A cutaway to show two cabin comforts. The Owens 33' has the largest deck cabin afloat. Good light, visibility and fine ventilation, prove to make this cruiser truly a home afloat.



You will never cease to be amazed at the outstanding richness of Flagship appointments. All of the refinements of gracious living and comfort have been integrated into one fine line of boats, our 1950 Flagship Cruisers.

BOATING'S FINEST BUY!
OWENS NEW 1950 FLAGSHIPS

1. Compare VALUE!

Use the check off chart to compare the extra values of an Owens Flagship against any other boat in its field. The use of cylindrical safety gas tanks, automatic fuzing, heavy wiring, self-adjusting stuffing boxes, positive steering, seacocks on through hull fittings, and solid aluminum anodized trim and hardware are a few of the built-in Owens items that contribute to lower maintenance costs. In addition, the exclusive Owens plan of furnishing more than the usual amount of equipment, such as twin sinks, combination bow and docking light, venetian blinds, inner coil spring mattresses, searchlight and glass galley lockers make an Owens boating's finest buy for 1950.

2. Compare CONSTRUCTION!

Seaworthiness is the ability to take a pounding. Seakindliness is the ability to take a pounding easily and gracefully. Owens Flagships hve up to these requirements and more too. They are built with more beam for added stability, more freeboard for greater dryness and have a lowered center of gravity to reduce the sharp rolling motion that produces discomfort in other boats in a Seaway. Owens Cruisers are sturdily built with more and heavier framing than you would ever expect to find in a cruiser of her size. Such features as the salt water shaft log, rubber mounted rudder post, rubber insulated controls, and salt water long-life underwater parts and fastenings are details of construction that you will find to be exclusively an Owens development.

3. Compare LIVABILITY!

The beauty of lines and the super deluxe fittings and appointments make stepping aboard an Owens like opening the door to an exclusive efficiency apartment. In the galley, the twin sinks, the large ice box, the large windows, are items that you rarely find on any but the most expensive of yachts. Here are other details for you to compare. Larger floor area deck cabins, fluted glass dish cabinets, linen and full length clothes closets, cockpit side ceiling lockers, good headroom, good ventilation, metal galley tops, satin finished hardware and finally a color scheme of conservative styling in good taste.

Yes—an Owens Flagship Is Boating's Finest Buy for 1950!

A boat is an important investment! Be careful in comparing ALL features in any boat in its class. Owens is more than competently qualified by experience, by production facilities, and as the world's largest designers and producers of 26' and 33' boats to give you boating's finest buy. Why settle for less than the best, BUY AN OWENS!

OWENS
FLAGSHIPS

COMPARE THESE OUTSTANDING FEATURES

The 26' FLAGSHIPS

1. BIG BOAT ROOMINESS

- More room and conveniences in the "convertible living room" cabin
- Good ventilation with opening windshield.
- Private toilet and dressing room.
- Attractive oversized galley with twin sinks, commodious 100 lb. ice box and dish rack.

2. HIGH SPEED IN ROUGH WATER

- Deep V, high chine hull to minimize pounding.
- Higher freeboard for dryness.
- Greater beam for safety.
- Duraform double planked hull similar to Navy landing craft.

3. MORE HEAVY CONSTRUCTION

- Heavy seam battens ⅞" x 2".
- Heavier and closer spaced white oak main bottom framing.
- Heavier intermediate framing on 7" to 9" centers.
- Bronze underwater hull fittings.

4. SUPER DELUXE STYLING

- Graceful hull and cabin lines with gently sweeping sheer.
- Beautifully formed stern.
- Refined, satin finished hardware.
- Polished mahogany side decks, cabin sides, transoms and interior trims with colorful upholstering and heavy linoleum floor coverings.

The 33' FLAGSHIPS

1. LUXURY YACHT CLASS

- The 33' custom deck cabin and the 33' flying bridge express bring to owners all of the elegance, comforts and convenience of the luxury yacht class.
- They combine all features which provide the ultimate in boating.
- They do not require the expense of operation and maintenance of larger boats.

2. GREATER LIVING COMFORTS

- Deck cabin size of most 40 footers.
- Two cabin comfort and convenience.
- Large screened windows with opening windshields.
- Private lavatory with toilet and wash basin.
- Unusually large, complete, galley with twin sinks, commodious 100 lb. ice box and fluted glass galley lockers.
- Over-size beds with inner coil spring mattresses.
- Linen closet, full size clothes closet and luggage storage compartment.
- An extra abundance of drawers with complete utilization of all space.

3. SEAWORTHY, ROUND BOTTOM CONSTRUCTION

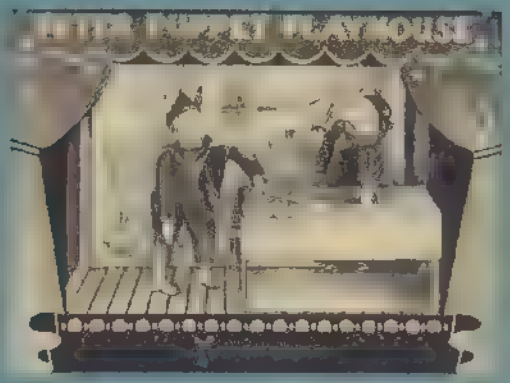
- Steam bent white oak frames 1⅛" x 1½".
- Copper reinforced frames, closely spaced on 7" to 9" centers.
- Heavy 2¾" white oak stem.
- Interior bulkheads are integral parts of entire structure reinforcing heavier than usual scantlings

OWENS
FLAGSHIPS

"peter puppet marionettes"

Created and Designed by RAYE COPELAND

Pinocchio

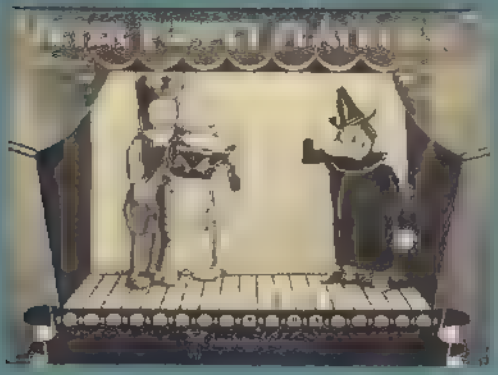


No. 501
COMPLETE
PACKAGE
PRESENTATION
Retail $4.98

CONTAINS: 2 marionettes, Pinocchio and Gepetto, colorful stage with two changes of scenery, scripts for the children to use and tickets of admission for their friends. Packed in individual mailing carton, ½ dozen a shipper.

Weight per shipper 28 lbs.

Hansel AND Gretel



No. 500
COMPLETE
PACKAGE
PRESENTATION
Retail $5.98

CONTAINS: 3 marionettes, Hansel, Gretel and the Witch. Stage with two changes of scenery, (a forest and the witch's house). Packed in individual mailing carton, ½ dozen a shipper.

Weight per shipper 30 lbs.

Mfd by peter puppet playthings, inc., Long Island City, New York

PERMANENT SHOWROOM
ROOM 202-208 FIFTH AVENUE
NEW YORK 10, N.Y.

MORTON Levy & JERRY fryer

ADDITIONAL
TOY FAIR DISPLAY
ROOM 821 - HOTEL McALPIN

"peter puppet marionettes"

Created and Designed by KAYE COPELAN

No. 350 — "MARIO"
Retail $1.69
The circus clown of universal appeal — 12" tall

No. 351 — "PETER"
Retail $1.98
Boy skating champ. Removable roller skates — 13" tall

No. 352 — "PATTY"
Retail $1.98
Girl skating champ. Removable roller skates — 13" tall.

No. 354 — "MONKE
Retail $1.98
"Tops" in animal char
ters. Removable rol
skates — 13" tall

No. 451 "STAGE" Retail $.98
Attractively designed 2 color setting for marionette and puppet shows. Size: 22" tall; 28" wide. Packed: 2 dozen. Weight: 40 lbs. per 2 doz.

Cash in on the current craze. Feature Peter Puppet Playthings . . . the popular priced line of marionettes and hand puppets that offers year-round profits . . . can be operated by the smallest child without training. Dances, acts, performs acrobatics. Can be handled two at a time; one on each hand. Equally popular with Boys and Girls.

Each Peter Puppet is handsomely costumed in gay, color-fast stripes, plaids and solid fabrics. Very sturdily built to withstand abuse. Strings don't tangle.

INDIVIDUALLY BOXED
Illustrated instructions included.
PACKED: 3 dz. to a carton unless otherwise noted.
SHIPPED: F. O. B. NEW YORK
TERMS: 2 '10 net 30

Mfd. by peter puppet playthings, inc., Long Island City, New York

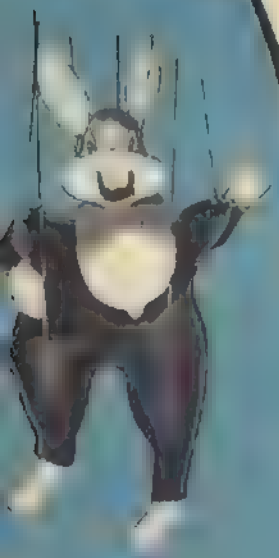
PERMANENT SHOWROOM
ROOM 203 - 200 FIFTH AVENUE
NEW YORK 10, N.Y.

MORTON Levy & JERRY fryer

ADDITIONAL
TOY FAIR DISPLAY
ROOM 821 - HOTEL McALPIN

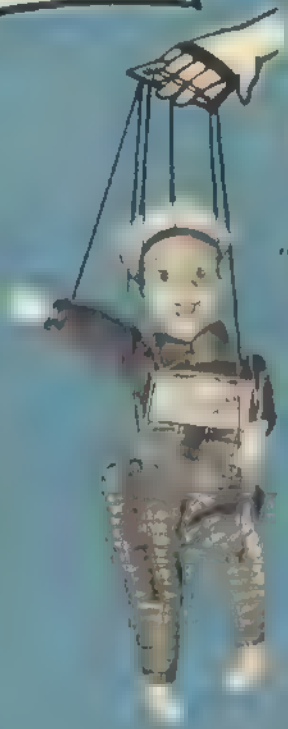
...TELEVISION'S FAVORITES

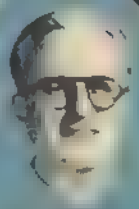
Known and demanded by children from coast to coast.



No. 349 — "BUGSIE"
Retail $1.98
A lovable lovable, zany character
12" tall

No. 353 — "COWBOY"
Retail $2.49
Movable mouth Complete with holster and pistol
14" tall.





"Big Brother" Bob Emery

No. 355 BUZZY
Retail $2.69

No. 356 BOOPIE
Retail $2.69

The "Small Fry" twins of television fame. Featured on "Big Brother" Bob Emery's program. Movable mouths. 14" tall.

MECHANICAL DEMONSTRATOR

Makes Sales For You

This constantly moving mechanical demonstrator is a traffic stopper on all sales counters and in all store windows. The people not only stop but they buy. Write for details.

IT'S SO EASY!

These are the only "Unitrol" one hand control marionettes on the market. Children can really work them with Peter Puppet's exclusive patented control.

Mfd by peter puppet playthings, inc., Long Island City, New York

© Peter Puppet Playthings, Inc.

PERMANENT SHOWROOM
ON 203-206 FIFTH AVENUE
NEW YORK 10, N.Y.

MORTON Levy & fryer JERRY

ADDITIONAL
TOY FAIR DISPLAY
ROOM 821 - HOTEL McALPIN

hand puppets

Created and Designed by RAYE COPELAN

No. 250 — KOKO, The Clown
A Colorful, popular character

No. 251 — MONKEY
A Universally Appealing animal

No. 252 — BUNNY
With open mouth
floppy ears

Hand puppets which any child can operate and really enjoy. They offer hours of continuous entertainment for the low retail price of 59c. Packed six dozen to a carton. Carton weighs 8 lbs.

Punch AND Judy Show

AGE OLD FAVORITES...

No. 450
COMPLETE
PACKAGE
PRESENTATION
Retail $2.49

CONTAINS: 2 hand puppets, Punch and Judy. Home Theatre with scripts, tickets of admission, a plastic baby, rolling pin, and baseball bat for props. Packed in individual mailing carton, 1 dozen a shipper.
Weight per shipper . . . . . 30 lbs.

© Peter Puppet Playthings, Inc

Mfd by peter puppet playthings, inc., Long Island City, New York

PERMANENT SHOWROOM
ROOM 201-200 FIFTH AVENUE
NEW YORK 10, N.Y.

MORTON Levy & JERRY fryer

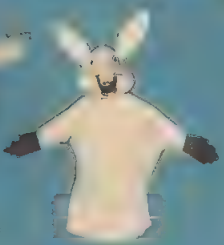
ADDITIONAL
TOY FAIR DISPLAY
ROOM 821 - HOTEL McALPIN

hand puppets

Created and Designed by RAYE COPELAND

No. 250 — KOKO, The Clown
A Colorful, popular character

No. 251 — MONKEY
A Universally Appealing animal



No. 252 — BUNNY
With open mouth, floppy ears

Hand puppets which any child can operate and really enjoy. They offer hours of continuous entertainment for the low retail price of 59c. Packed six dozen to a carton. Carton weighs 8 lbs.

Punch AND Judy Show

AGE OLD FAVORITES...

No. 450
[illegible]
Retail $2.49

CONTAINS: 2 hand puppets, Punch and Judy. Home Theatre with scripts, tickets of admission, a plastic baby, rolling pin, and baseball bat for props. Packed in Individual mailing cartan, 1 dozen a shipper. Weight per shipper .... .30 lbs.

© Peter Puppet Playthings, Inc.

Mfd by peter puppet playthings, inc., Long Island City, New York

PERMANENT SHOWROOM
ROOM 203 - 200 FIFTH AVENUE
NEW YORK 10, N.Y.

MORTON Levy & JERRY Fryer

ADDITIONAL
TOY FAIR DISPLAY
ROOM 827 - HOTEL McALPIN

WITH SALES-STIMUL

. . and exciting RAVON Ha

She's BIG! 20 inches tall! All plastic—made of flesh-colored butyrate. She WALKS! Any little girl can lead the RAVING BEAUTY Doll by the hand, just like a little playmate. She's NATURAL! Her lovely, soft RAVON Hair can be SHAMPOOED, COMBED, and WAVED, just like her "mother's"! She's STYLISH! The

Blue or Red

SHE WALKS...SHE SKATES...SHE STANDS ALONE...SHE DOES

No. 600—Skater costume: Blue or red gabardine skirt and hat, with gold star nailheads; skirt faced with white satin; matching white satin blouse and panties. Accessories: White shoes and roller skates

Retail at **$16.95**

Brown

Light Blue

No. 700—Cowgirl Costume: 75% wool felt skirt and bolero, felt hat with chin strap; plaid taffeta blouse. Accessories: Two guns with holster, Western boots and spurs. *Retail at* **$17.95**

Black Print

Blue Print

No. 800—Square Dance Costume: Poke bonnet, Cotton Print dress, lace trimmed pantalettes. Accessories; Pouch purse and black shoes with metal buckles.

Retail at **$18.95**

AMERICA'S MOST A

Raving

WALKING

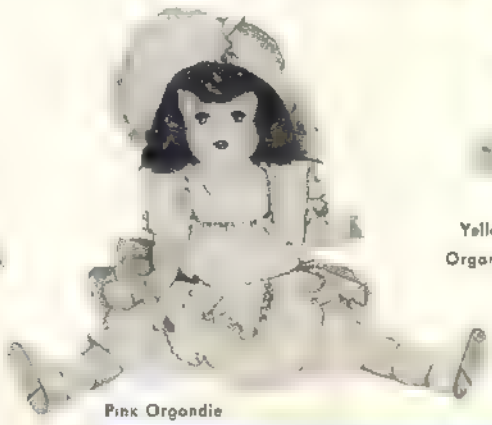
ING "CALIFORNIA ORIGINALS" by *Michele*

hat can be shampooed, combed, waved!

RAVING BEAUTY's wardrobe of original cre-
tions by Michele includes cowgirl, square
lance, sun suit, skating, and other exciting cos-
umes. And be sure to examine the positively
ife-like construction of her legs, permitting *nat-*
ural articulation, completely avoiding awk-
ward, jerky "sitting down" movement.

No. 400—Matinee Costume: Organdie print dress and hat; taffeta panties and slip to match. Accessories: Shoes.
Retail at **$19.95**

Yellow Organdie



Pink Organdie

ITS

Nightgown

Negligee

No. 301—Boudoir Costume: Black net negilgee, black bra and panties. Gold mules. *Retail at* **$17.45**

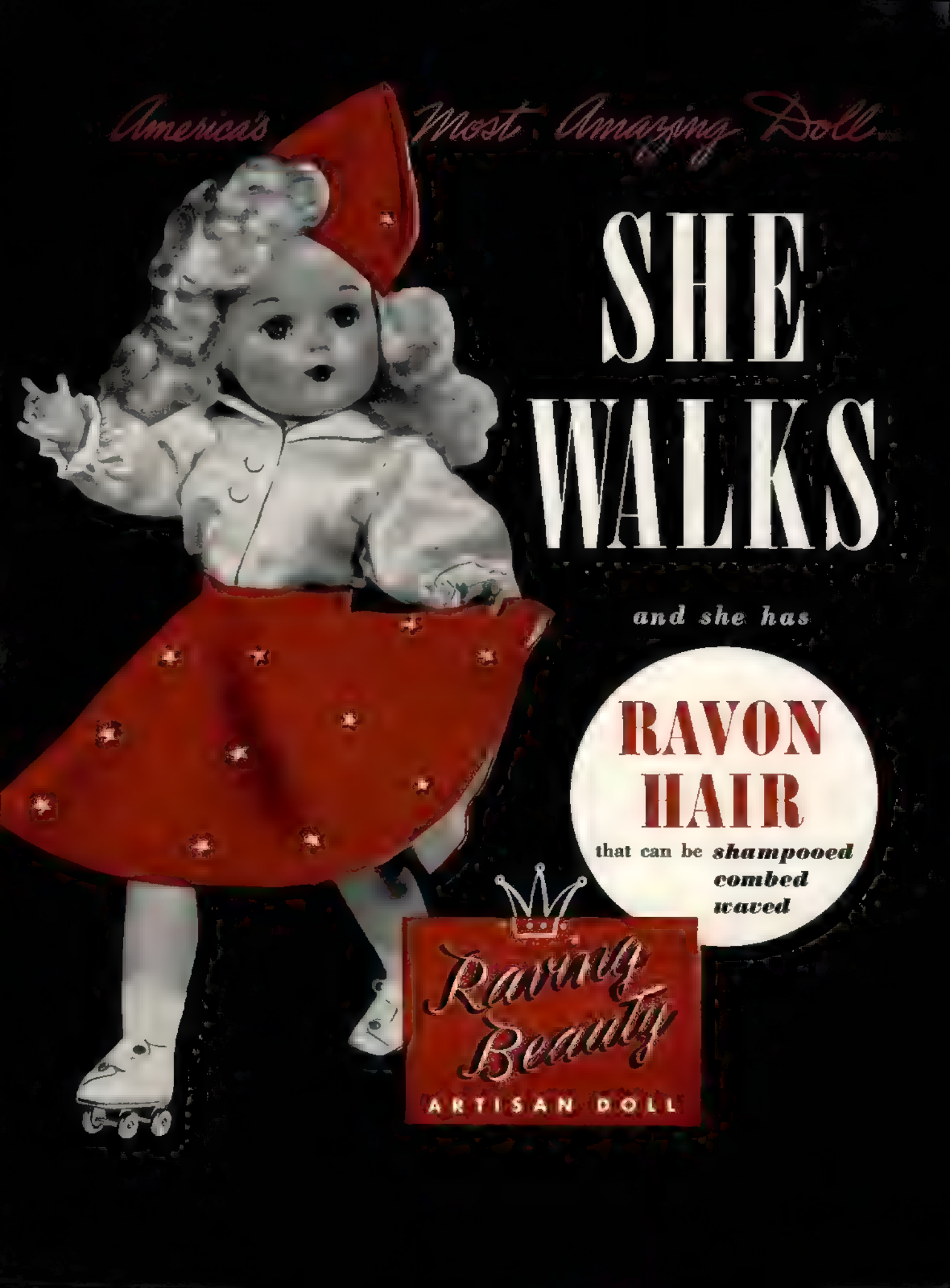
No: 300—Sleeper Costume: Pastel yellow or blue nightgown, black net negligee. Accessories: Gold mules.
Retail at **$17.45**

No. 900—Bride Costume: Full-skirted white taffeta wedding gown; white taffeta panties and slip; Swiss organdie flowers and French imported lace; floor-length veil, white slippers. *Retail at* **$26.35**

ZING DOLL . . .

Beauty

DOLL


America's Most Amazing Doll...
SHE WALKS
and she has
RAVON HAIR
that can be shampooed combed waved
Raving Beauty
ARTISAN DOLL

YOU'LL FEATURE

the popular 100 SERIES at a price for every dating parent.

No. 102 – Sun Suit Costume: Cotton skirt with panties to match; halter. Accessories: Kerchief, belt and halter in contrasting colors, sandals.
Retail at **$13.95**

Blue and Beige

White or Pastel Green

Suggested Retail $13.95

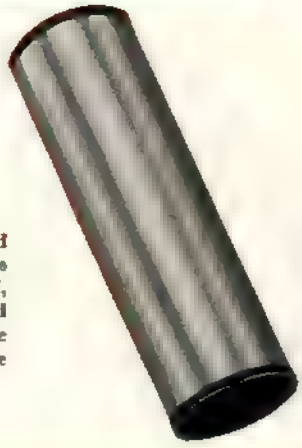
No. 103 – Playtime Costume: Chester Check rayon with French lace and matching panties. Accessories. Shoes.

Red or Blue Check

No. 104 – Afternoon Costume: White broadcloth dress and panties. Accessories: Shoes.

In Tubular "Band Box" Container

This handsome silver and black band box protects each RAVING BEAUTY, keeping her unmussed and uninjured. A distinctive container for a distinctive doll!



Light Blue

No. 101 – Party Costume: Taffeta dress and panties. Accessories: Shoes.

ARTISAN NOVELTY CO.

600 WEST 182nd STREET, GARDENA, CALIFORNIA

REPRESENTATIVES:

LOU RUDNICK
552 Williams Avenue
Brooklyn, New York

H. V. ESSEX
1034 Lake Avenue
Fort Wayne, Indiana

C. A. PEASE
8254 South Loomis Blvd.
Chicago 20, Illinois

DU-NET SALES
1113 University Drive, N.E.
Atlanta 6, Georgia

ARTHUR BLOCH CO
108 South Poydras Street
Dallas, Texas

VICTOR G. PETRONE
1869 East Foothill Blvd.
Altadena, California

DELBERT E. BERG
4547 N.E. Beech
Portland 13, Oregon

OFFICIAL ROY ROGERS FLASH CAMERA

SCHOOL PRESS

Complete with Official Press Card and Camera-Club Membership—It's Terrific!

Lowest-priced full-sized precision flash camera made! All the features of the Roy Rogers camera, *plus* flash synchronization—comes with specially designed gun and reflector. Put one in the hands of any 6-year old boy or girl and watch him take pictures that surprise even an expert!

$3.49

Maintained Price, incl. Fed. Excise Tax
Packed 24 in carton, shipping wt., 30 lbs.

Roy Rogers
AND TRIGGER

CAMERA

$2.49

Maintained Price, incl. Fed. Excise Tax
Packed 48 in carton
shipping wt., 30 lbs.

- Takes 2¼" x 2¼" pictures, 12 on a 620-size roll. Sharp enlargements to any size
- Telescopic sight
- Made of gleaming black, unbreakable plastic with polished metal trim
- Shutter speed approximately 1/50 sec.
- Highly-ground and pitch-polished Meniscus lens
- Guaranteed for one year

SEE THE 1950
HERBERT GEORGE LINE
AT THE TOY FAIR

McAlpin Hotel, Rm. 994 and
Room 420—200 Fifth Ave.

Sh-h-h! We're keeping some items under wraps. See them there!

Herbert George Co.

Precision Manufacturers of Toys and Optical Specialties

North Dearborn Street · Chicago 6, Illinois

EVEN YOUR CASH REGISTER LOOKS BIGGER, BRIGHTER

Republic Pictures Star
King of The Cowboys

Roy Rogers
AND TRIGGER

3-power BINOCULARS

$2.98

Maintained Price.
Packed 36 in carton;
shipping wt., 21 lbs.

Used by the "King of the Cowboys," these Roy Rogers 3-power binoculars have all the features, all the precision engineering of binoculars selling for two and three times as much! Ideal for hiking, sports, and all-around everyday enjoyment. Every cowboy and cowgirl wants one on sight!

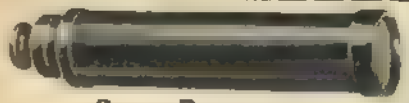
LOOK AT THESE FEATURES:

- Adjustable for focal length
- Adjustable for eye separation
- Genuine American Optical lenses—perfectly matched, ground, and pitch-polished
- Complete with simulated-leather shoulder strap
- Recessed eye lenses to eliminate light and reflections
- Specially designed to fit hands comfortably
- Wide field of vision
- Black leatherette finish with taupe plastic and polished metal trim

59c

Wt. per dozen 2 lbs

Roy Rogers
Simulated Leather
BINOCULARS' CARRYING CASE



Roy Rogers
6-Power 3-Section
TELESCOPE

A Powerful telescope with as much sales appeal to adults as to youngsters! Actually, objects a mile away look like they're 20 feet away! Sturdily made, of black anodized aluminum with polished inner tubes, optically ground and polished lenses. At an amazing price!

$1.98

Maintained Price.
Packed 72 to a carton
ship wt., 30 lbs

The Sensational
Roy Rogers CAMERA & BINOCULAR SET

The Roy Rogers Camera and the Roy Rogers Binoculars, in a beautiful box—perfect for counter and window display, perfect for year-round gift sales.

$5.95

Herbert George Co.

GET A PREVIEW of SHARP SALES with the INSTA-FLASH

ALL-NEW INSTA-FLASH CAMERA

$5.95

Retail
inc Fed Excise Tax.
Packed 24 in carton;
shipping wt
36 lbs.

The most sensational camera ever produced! The lowest-priced flash camera with twin-lens reflex action on the market! Reflex models are the hottest products in cameras—now the new Insta-Flash is available with a precision flash unit actually tested one-quarter million times without a miss! Newly designed ejector for hot flash bulbs as plus safety feature.

All-new INSTA-FLEX CAMERA

- 1⅝" x 1⅝" ground-glass reflecting finder with 3 sided shadow box hood, shows exactly what the picture will be, before you click the shutter
- 12 2¼" x 2¼" pictures from a 620 size roll film
- Twin Meniscus lenses -optically ground, pitch polished —with built in sun shade
- Quick, easy loading and smooth film winding
- Handsomely styled and carefully finished
- Satin finish aluminum front
- Complete with neck cord and display box

$4.95

Retail
Incl Fed Excise Tax

Packed 36 in carton;
shipping wt., 32 lbs.

Herbert George Co.

Precision Manufacturers of Toys and Optical Specialties

311 North Desplaines Street • Chicago 6, Illinois

GET A CLOSE-UP PICTURE OF

TERRIFIC SALES!

HERCO

IMPERIAL CAMERA

$2.49 Retail

Packed 48 in carton, shipping weight, 31 lbs.

An excellent sales maker—for youngsters or for adults. It's a magic camera at a magic price, with magic sales power.

WITH ALL THESE FEATURES:

- 12 2¼" x 2½" pictures on a 620-size roll
- Highly ground and polished lens
- Shutter speed approximately 1/50 second
- Telescopic sight
- Unbreakable plastic, metal trim
- Guaranteed
- Takes black and white or color pictures

HERCO

IMPERIAL FLASH CAMERA

$3.49 Retail incl. Fed. Excise Tax.

Packed 2 doz. in carton, ship. wt., 30 lbs.

Here's the real sensation for 1950—the Herco Imperial Camera with Flash Attachment. Takes pictures anywhere, any time, black and white or color. Flash snaps on or off in seconds. Ejector for used flash bulbs.

HERCO 5-Power 2-Section

TELESCOPE

$1.00 Retail

Packed 72 in carton; ship. wt., 15 lbs.

- Jet Black Anodized Aluminum with pol. shed aluminum inner tube
- 5 power optically ground and pitch polished lenses
- Extra-wide field of vision
- Designed to deflect light
- 7¾" closed—10½" extended

HERCO 3-Power **BINOCULARS**

$2.98 Retail

Packed 36 in carton; ship. weight, 21 lbs.

A general-appeal product at a surprising price—it's a genuine optical instrument. Look at the features

- Genuine American Optical lenses—perfectly matched, ground and pitch-polished.
- With simulated-leather shoulder strap
- Recessed eye lenses
- Styled to fit hands
- Extra-wide field of vision
- Focal length adjustment
- Eye-separation adjustment
- Black simulated-leather metal trim

Herbert George Co.

Precision Manufacturers of Toys and Optical Specialties

311 North Desplaines Street • Chicago 6, Illinois

Saunders

PLASTIC MECHANICAL TOYS—

. . . FIRST with the NEWEST on WHEELS!

RUNS BACKWARD
←——BUMPS
DUMPS
AND RETURNS

Sensational New
BUMP and DUMP TRUCK

No. 550. New reversing friction drive motor (Pat. Pend.) that opposes all usual mechanical principles in a toy

IT BUMPS • IT DUMPS • IT RETURNS!

No winding — just a short even push. Two color combinations—red body with yellow dump or yellow body with red dump. Sturdy plastic body with steel frame. Rubber tires. Size 10½" x 4¾" x 4½".

Packed 1 Doz. — Shipping Wt. 16½ lbs.
Packed 2 Doz. — Shipping Wt. 33 lbs.

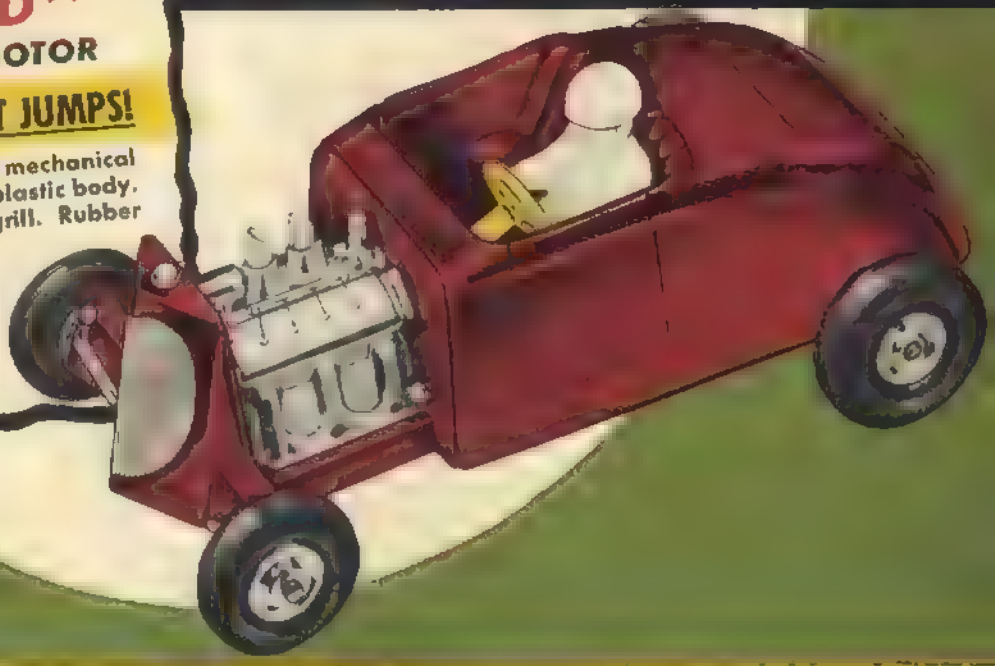
It's Terrific!
"HOT ROD"
with SOUPED-UP MOTOR

IT RUNS • IT CLIMBS • IT JUMPS!

No. 400. Hottest action of any mechanical toy! Stripped down, bright red plastic body. Aluminum color motor and grill. Rubber tires. Size 7½" x 3¾" x 3"

Packed 1 Doz. — Shipping Wt. 10¾ lbs.

Packed 2 Doz. — Shipping Wt. 20½ lbs.



WEINBERG - WEIL
200 FIFTH AVENUE
NEW YORK 10, NEW YORK

J. H. EYERLY & ASSOCIATES
1442 MERCHANDISE MART
CHICAGO 54, ILLINOIS

W. E. BERGSTROM SALES CO.
623 EXCHANGE BLDG.
DENVER, COLORADO
&
157 MOTOR AVENUE
SALT LAKE CITY, UTAH

WARD FRANCIS COMPANY
101 TERMINAL SALES BLDG.
SEATTLE 1, WASHINGTON
&
1200 W. FIFTH STREET
LOS ANGELES, CALIFORNIA

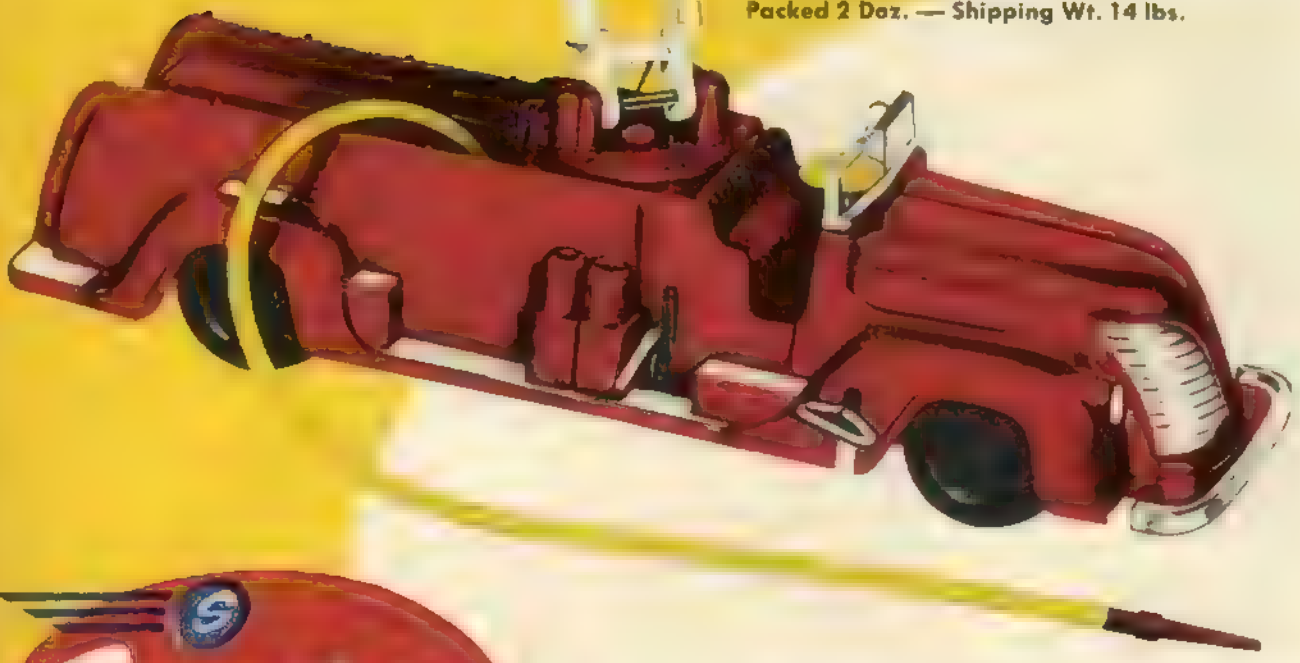
ATLANTA TOY MART
84 TENTH ST., N.W.
ATLANTA, GEORGIA

McDONALD & SHAW
SOUTHLAND HOTEL
DALLAS, TEXAS

NO. 300 *Super* FIRE TRUCK

With Double Wind-up Spring Motor and Siren—Adjustable Ladder Mounted on Swivel—Fire Hose and Nozzle

Length 12"
Heavy Plastic Body — Enclosed Motors
Front Wheel Drive — Rubber Wheels
Decorated Steps and Grill
Color — Red
Individually Boxed
Packed 2 Doz. — Shipping Wt. 14 lbs.



Saunders

NO. 250 *Fire Chief* CAR

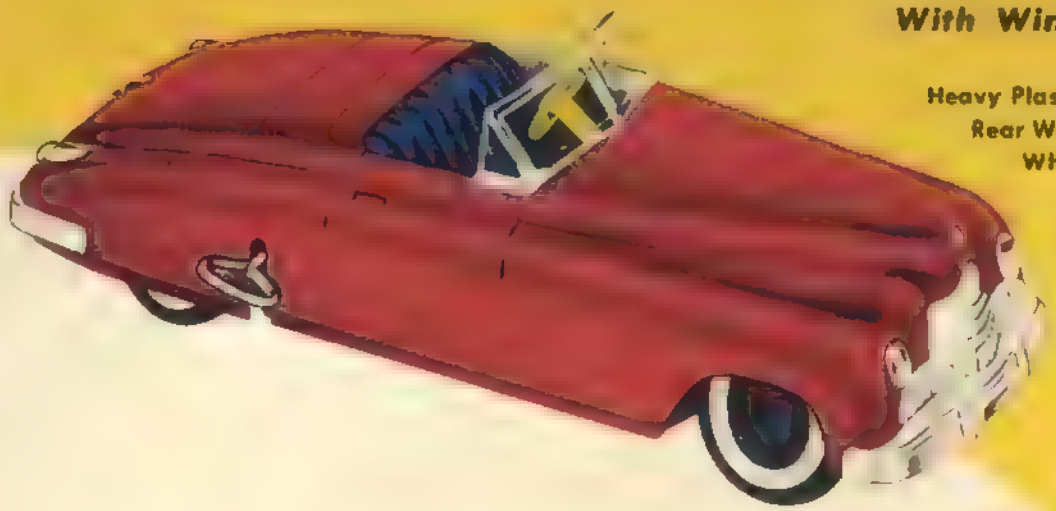
With Powerful Friction Motor and Siren — Top Light and Siren Post

Length 10½"
Heavy Plastic Body — Enclosed Motors
Decorated Grill
Gold Lettering Side and Hood
Color — Red
Individually Boxed
Packed 2 Doz. — Shipping Wt. 11 lbs.

NO. 200 *SPORTSTER*

With Wind-up Spring Motor

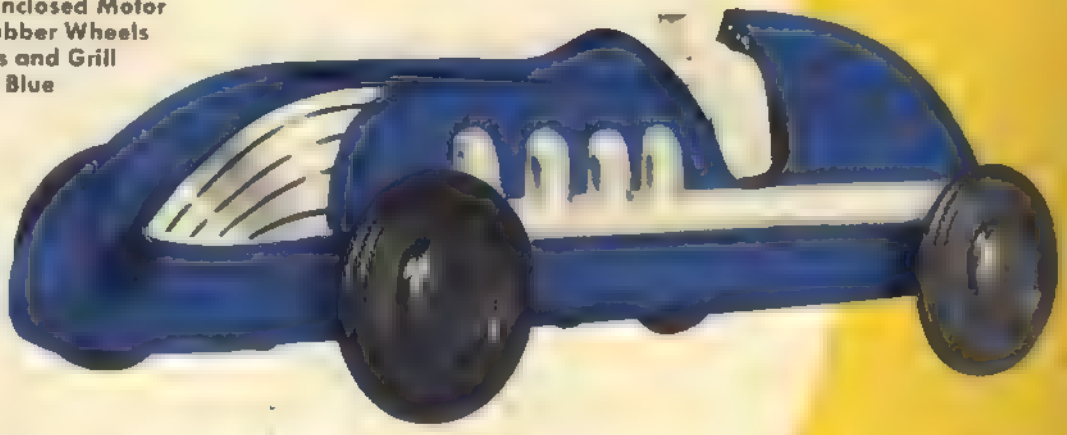
Length 10¼"
Heavy Plastic Body — Upholstered Seat
Rear Wheel Drive — Enclosed Motor
White Side Wall Rubber Wheels
Decorated Grill
Assorted Colors — Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 9 lbs.



NO. 150 *Champion* RACER

With Wind-up Spring Motor

Length 9⅜"
Heavy Plastic Body — Enclosed Motor
Front Wheel Drive — Rubber Wheels
Decorated Exhaust Pipes and Grill
Assorted Colors — Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 8 lbs.



NO. 225 *Police Squad* CAR

With Powerul Friction Motor and Siren—Aerial—Siren Post—Top Light

Length 8"
Heavy Plastic Body — Enclosed Motors
Rubber Wheels
Decorated Windows and Grill
Gold Lettering Side and Hood
Assorted Colors —
Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 8½ lbs.

RUNS FORWARD

BUMPS-

RUNS BACKWARD!

It's A "WHIZZ" —

SUPER MOTOR BUS

With the Phenomenal

REVERSO-GYRO-MOTOR!

A Mechanism (Patent Pending) that Defies all Known Mechanical Principles in a Toy!

• *RUNS 3 TO 4 TIMES AS LONG AS THE ORDINARY FRICTION MOTOR*

No. 500. Runs Forward — Bumps — Reverses! Runs Backward — Bumps and continues action until power dies. Brilliant, decorated body in red, yellow and silver combinations with decals.
Rubber tired.
Length 12½" — Height 4½" — Width 3½"
Packed 1 Doz. —
Shipping Wt. 30 lbs.
Packed 2 Doz. —
Shipping Wt. 60 lbs.

NO. 10 DIN DIN PLASTIC HORN

A Real Noise Maker!
Assorted Color Combinations
Packed 1 Dozen to Package

WANG THE PARA-TROOPER

Toss it High — Chute Opens AUTOMATICALLY!

No. 49 Chute opens, and the Para-Trooper floats!
Packed 1 Dozen to self-selling Counter Display Box.
Assorted red and blue to box
3 Boxes to Shipping Carton — Wt. 6 lbs
6 Boxes to Shipping Carton — Wt. 10 lbs.

A FAST SUMMER SELLER!

Saunders

500 RATHBONE AVENUE

PLASTIC MECHANICAL TOYS

Saunders PLASTIC MECHANICAL TOYS

...FIRST with the NEWEST on WHEELS!

RUNS BACKWARD
←BUMPS
DUMPS
AND RETURNS →

Sensational New BUMP and DUMP TRUCK

No. 550. New reversing friction drive motor (Pat. Pend.) that opposes all usual mechanical principles in a toy.

IT BUMPS • IT DUMPS • IT RETURNS!

No winding — just a short even push. Two color combinations——red body with yellow dump or yellow body with red dump. Sturdy plastic body with steel frame. Rubber tires. Size 10½" x 4¾" x 4½".

Packed 1 Doz. — Shipping Wt. 16½ lbs
Packed 2 Doz. — Shipping Wt. 33 lbs.

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No. 400. . Hottest action of any mechanical toy! Stripped down, bright red plastic body. Aluminum color motor and grill. Rubber tires. Size 7½" x 3¾" x 3"

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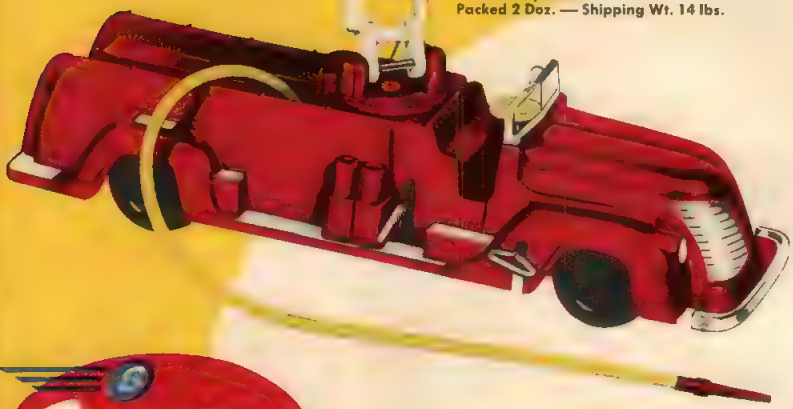
McDONALD & SHAW
SOUTHLAND HOTEL
DALLAS, TEXAS

NO. 300 *Super* FIRE TRUCK

With Double Wind-up Spring Motor and Siren—Adjustable Ladder Mounted on Swivel—Fire Hose and Nozzle

Length 12"
Heavy Plastic Body — Enclosed Motors
Front Wheel Drive — Rubber Wheels
Decorated Steps and Grill
Color — Red
Individually Boxed
Packed 2 Doz. — Shipping Wt. 14 lbs.



Saunders

NO. 250 *Fire Chief* CAR

With Powerful Friction Motor and Siren — Top Light and Siren Post

Length 10½"
Heavy Plastic Body — Enclosed Motors
Decorated Grill
Gold Lettering Side and Hood
Color — Red
Individually Boxed
Packed 2 Doz. — Shipping Wt. 11 lbs.

NO. 200 *SPORTSTER*

With Wind-up Spring Motor

Length 10¼"
Heavy Plastic Body — Upholstered Seat
Rear Wheel Drive — Enclosed Motor
White Side Wall Rubber Wheels
Decorated Grill
Assorted Colors — Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 9 lbs.

NO. 150 *Champion* RACER

With Wind-up Spring Motor

Length 9¾"
Heavy Plastic Body — Enclosed Motor
Front Wheel Drive — Rubber Wheels
Decorated Exhaust Pipes and Grill
Assorted Colors — Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 8 lbs.

NO. 225 *Police Squad* CAR

With Powerul Friction Motor and Siren—Aerial—Siren Post—Top Light

Length 8"
Heavy Plastic Body — Enclosed Motors
Rubber Wheels
Decorated Windows and Grill
Gold Lettering Side and Hood
Assorted Colors —
Red, Blue
Individually Boxed
Packed 2 Doz. —
Shipping Wt. 8½ lbs.

RUNS FORWARD
BUMPS-
RUNS BACKWARD!

It's A "WHIZZ" —
SUPER MOTOR BUS

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3 Boxes to Shipping Carton — Wt 6 lbs.
6 Boxes to Shipping Carton — Wt 10 lbs.

A FAST SUMMER SELLER!

Saunders TOOL and DIE CO. • Aurora, Illinois
500 RATHBONE AVENUE

PLASTIC MECHANICAL TOYS

Old World Jewels
by Speidel

112J67 CELLINI **$24.50**
Engraved Bracelet and Earrings

112J68 OLD VIENNA **$20.75**
Simulated Cameo Bracelet and Pendant

112J69 SPIRIT OF FRANCE **$20.00**
Simulated Cameo Bracelet and Earrings

112J70 CHARLOTTE CORDAY **$16.25**
Bracelet and Locket
(with plain center for engraving)

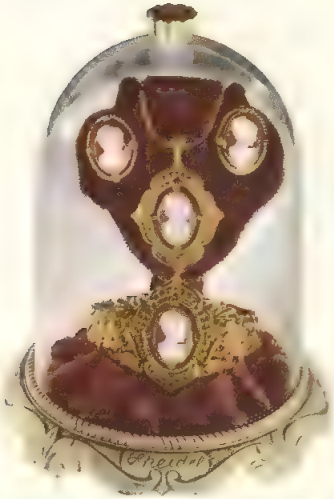
112J71 MARIA THERESA **$20.75**
Stone Center Bracelet and Pin
(Ruby Sapphire — Emerald)

All prices quoted are Keystone

Dazzling, Glamorous

Old World Jewels

created by Speidel



Speidel has delved back into the early 19th century to recapture the old world charm that characterizes this brilliant new line of jewelry. There is a regal elegance about it that will make any lady wearing it feel like a Queen! Sold singly and in sets, the collection includes sumptuous pendants, brooches, lockets, earrings, and expansion bracelets, all expertly fashioned with traditionally fine Speidel craftsmanship.

The basic shapes of the decorative motifs on the bracelets are oval and square, with earrings and other pieces carrying out each theme. Some are lavishly engraved; others contain sparkling stones or simulated cameos with a real heirloom look. This whole exciting group with its romantic background is truly inspired! And just look at these exquisite gift packages!

The large Old World Jewels gift package (above) is a superb setting for OLD VIENNA, a luxurious cameo adorned set, consisting of earrings, pendant and bracelet. Inspired by the romantic old city on the Danube, so richly endowed with beauty, it has unparalleled charm and grace. The set —

112J65 - 3 piece Set **$26.74**
(Keystone)

In the gift package at right is displayed the lovely CHARLOTTE CORDAY bracelet bordered with simulated pearls, containing a locket which opens. There is a brilliant simplicity and distinction in the design very much in keeping with its old world background.

112J66 - Bracelet **$12.50**
(Keystone)

Lovely gifts for little girls in jewelry boxes they'll adore!

There's no gift quite as thrilling as jewelry to a little girl — or a big one either, for that matter. Especially when it's jewelry by Speidel, whose 80 years' experience in fine precision jewelry manufacturing qualifies it to select the proper materials and designs to give lasting service and pleasure.

THE BRACELET EXPANDS GENTLY
so that it grows with its owner . . . fits comfortable for years!

BRACELET AND LOCKET SETS

Item No.	Description	Keystone
112J82	Single Heart Hand Engraved	$8.50
112J83	Double Heart Hand Engraved	8.50
112J84	Shield Hand Engraved	10.34
112J85	Mother Pearl—With Double Heart	10.34
112J86	Mother Pearl With Cross	10.34
112J87	Stone Center—Simulated Ruby, Aqua, Sapphire	10.34

BRACELETS ONLY

112J88	Single Heart—Hand Engraved	6.67
112J89	Double Heart Hand Engraved	6.67
112J90	Shield—Hand Engraved	7.47
112J91	Mother Pearl With Double Heart	7.47
112J92	Mother Pearl With Cross	7.47
112J93	Stone Center—Simulated Ruby, Aqua, Sapphire	7.47
112J94	Bib Holder—4 Baby Pins	5.86

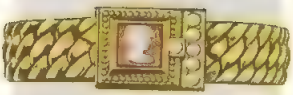
Miss Mignon by Speidel is also available in Baby Bangles, Baby Crosses, Bib Holder and Baby Pins (illustrated right) . . . all in this exquisite gift package.

LITHO IN U.S.A.

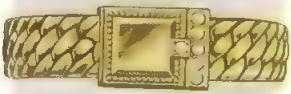
112J87

112J83

112J94

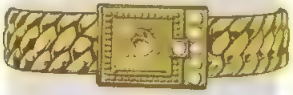


112J72 SPIRIT OF FRANCE Cameo Center **$14.00**

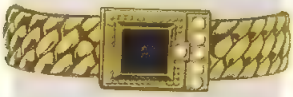


112J73 CHARLOTTE CORDAY Plain Center **$12.50**

112J74 ISABELLA Simulated Sapphire, Ruby, Emerald **$14.00**



112J75 MERRY WIDOW Engraved Center **$14.00**



112J76 LUCRETIA Onyx Center **$14.00**

Each of these OLD WORLD JEWELS bracelets is exquisitely gift packaged. All come with outside box which also carries out the OLD WORLD JEWELS effect in package design. Many of the items are also available with matching Pendants, Brooches, Lockets and Earrings.

Speidel

112J77 JOAN OF ARC
Plain Center **$15.00**

112J78 MARIA THERESA
Simulated Sapphire, Ruby, Emerald **$16.50**

112J79 CELLINI
Engraved Center **$16.50**

112J80 OLD VIENNA
Cameo Center **$16.50**

112J81 CATHERINE THE GREAT
Onyx w/10K gold setting for diamond **$18.00**

All prices quoted are Keystone

EVERY SUNDAY NIGHT *"Plop The Music"*
SELLS SPEIDEL FOR *YOU!*

Life • Color • Action

Beton

PLASTIC TOYS

NOW AND THEN comes a line of playthings so beautiful, so buyable ... so EXACTLY what the public wants ... that success is a foregone conclusion. Here is such a line ... in all our years of experience in the designing and production of Plastic Toys we have seen nothing so brilliantly SALEable in this field

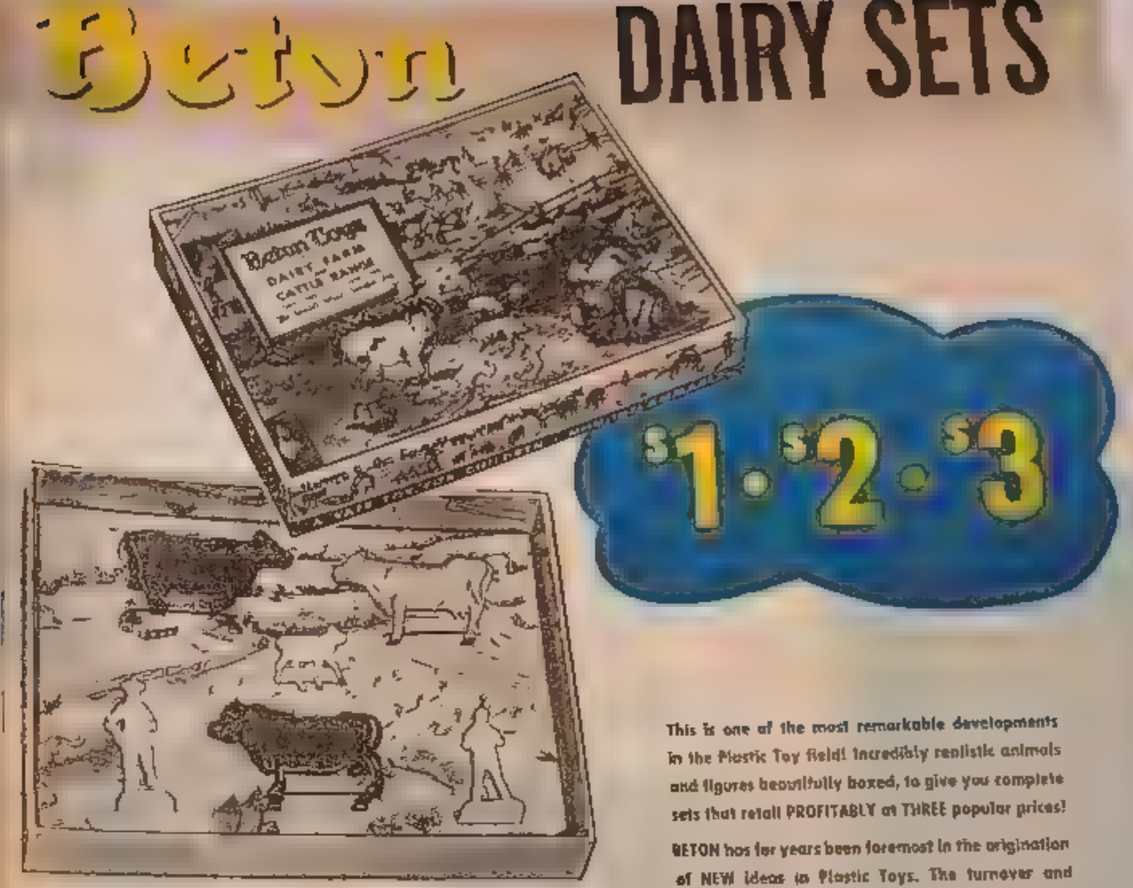
Beton

Lifelike PLASTIC TOYS

for Modern Girls and Boys

- SOLDIERS
- COWBOYS
- CADETS
- INDIANS
- FIREMEN
- POLICEMEN
- RAILROAD FOLKS
- HORSES
- MOUNTED FIGURES
- FORTS
- LANDING CRAFT
- P.T. BOATS
- DAIRY FARM SETS
- WILD WEST SETS

COMPARISON ... SEE THEM PERSONALLY



CATTLE RANGE FARM SETS POULTRY SETS

BERGEN TOY & NOVELTY CO., Inc.

Factory and Offices at Hackettstown, New Jersey

PERMANENT SHOWROOMS

H. T. WILLIAMS, INC
225 Fifth Avenue
New York 10, N. Y

WALTER & ARTHUR KRENZIEN
209 South State St
Chicago 4, Ill

W. KRENZIEN
3325 No. 42nd Street
Omaha 3, Nebr

Every child wants his OWN "TV Set"!

sell EXCEL toy television with musical SOUND

Comparable in size and appearance to a regular TV set!

COMPLETE with one 50 ft. reel of western movies

only $19.95 Retail

Nothing else to buy!

Excel's TOY TELEVISION provides movie entertainment —

- ★ *Westerns*
- ★ *Cartoons*
- ★ *Comedies*
- ★ *Sports*

without commercials, whenever television-conscious kids want them.

Every parent will buy one! This *real* 16mm movie projector, which needs NO extra screen, projects a bright, clear picture on a large 7" television type screen.

PLAYS REAL MOVIES . . . not slides.

- Runs 100 ft. reels of any standard 16mm film
- Projects your personal movies, too
- For color or black and white
- Safe for films
- Anyone can operate it
- Colorful, durable plastic case
- U.L. approved — safe for children

Here is the new toy sensation which every family will find is the greatest form of indoor amusement

SELL EXCEL TOY TELEVISION

TELEVISION SELLS ITSELF

Continuous Demonstration is selling

EXCEL Toy Television

STOP traffic

with EXCEL'S simply operated continuous action demonstration

RUN "TV"
- In YOUR Windows- *It Sells!*
- On YOUR Counters- *It Sells!*
- In YOUR Store- *It Sells!*

ORDER EXCEL TOY TELEVISION TODAY!

A REEL Volume Producer

Sales-creating display card is available (upon request) with YOUR initial order

Sell Toy Television and you'll sell Excel Film throughout the year!

KIDS WANT TV!!

PARENTS WANT TV!

EVERYBODY WANTS TV!

SELL THEM "TV!"

"cash in" on the tremendous demand for television — and get your share of those TV dollars!

THE improved 1950

EXCEL "PREP" 16mm Home Movie Projector

kids always love Home Movies

The "Prep" was a "terrific" seller in '49...

A "cinch" this year with new improvements!

Completely NEW Completely DIFFERENT

STILL ONLY $15.95

Order the 1950 EXCEL "PREP" 16mm Home Movie Projector

EXCEL home movies

★ For the NEW Excel Toy Television Set

★ For the Excel "Prep" 16mm Projector or any standard 8mm and 16mm projector

Hollywood's Most Famous Stars

Carefully selected to appeal to the 40-million strong juvenile market

BUT... at lower prices for more SALES!

Featuring entertaining WESTERNS

ORDER YOUR EXCEL HOME MOVIES

	Length	NEW Low Retail Price Each
16 mm	50 ft.	$1.75
16 mm	100 ft.	2.75
16 mm	200 ft.	5.50
8 mm	50 ft.	1.75
8 mm	100 ft.	2.75
8 mm	200 ft.	5.50

EXCEL MOVIE PRODUCTS, Inc., 853 Dundee Avenue, Elgin, Illinois

BOATS.....*by the thousand*

For 1950, Chris-Craft is building

a fleet of 150 new boats

in five types ranging from

16 to 52-feet, and

eight engines from 60 to 160 h.p.

BY GENE WALLACE

A TRIP through the home plant at Algonac, Michigan, of the Chris-Craft Corporation—the world's largest builder of motor boats—is an amazing experience. Here on parallel assembly lines there are enough 36-, 40-, 46- and 52-foot boats being constructed simultaneously to keep a number of typical good-sized boatyards busy at construction during winter months for years to come. In the engine building, at the same time, mechanics are assembling the power plants to supply this fleet, as well as the corporation's four other boatbuilding plants' output; and producing enough, in addition, to satisfy the general marine trade's demands, as well as the replacement requirements of the many Chris-Craft boats in commission throughout the world.

Chris-Craft utilities run clean . . . and fast! Shown below is an 18-footer. At the right bottom planking of a cruiser hull is surfaced with a power sander. Enclosed models, like the 24-footer shown at the lower right, are highly popular today

Despite the size of the undertaking, the staggering amount of capital represented in the boats under construction, the engines and engine parts, the tools, machinery, and buildings, the interesting thing is that here a compromise has been struck between individual craftsmanship and mass-production methods. Machinery is utilized to a great extent of course, but for final fitting operations such homely tools as the spokeshave, plane, mallet and chisel are to be seen in use. In the painting bay the work is done by gray-haired bespectacled craftsmen wielding 3-inch brushes—not spray guns, although the priming coat is sprayed on. And when a boat leaves this plant its brightwork has, practically, the patina of a piano. As a boatbuilder and designer I would like to say that the materials and finish of the boats I saw under construction would do credit to any custom-built boat—superior to some I have seen.

If this is so, how then does a Chris-Craft differ from a custom built boat, other than in design layout and details? How can such a firm, with all its advantages of equipment, capital, know-how and what have you build and sell boats for less than custom-built craft, despite the fact that at my guess about half of the purchase price must be allocated to dealers' commission, advertising and promotion?

Photographs by Arpe Bache

Part of the answer lies in scantlings of materials. Chris-Crafts are light displacement boats. This not only insures a low material cost and a corollated lower labor cost, but it results in maximum speed, within the limits of the design, for the power installed.

M. Rosenfeld

Good sailing is largely a matter of "knack." Here's a situation where it could be used to good advantage

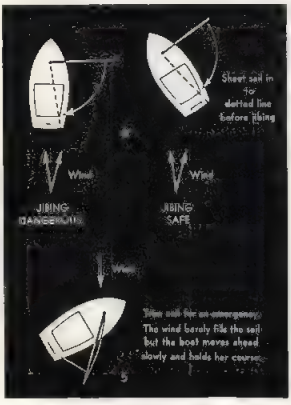
when sheeted in, then drop the mooring overboard, and step back and haul in the sheet until the sail fills, pick up the tiller and you will be on your way in sailorly fashion. See sketches 1 and 2

Another way which works better with smaller boats, is to loosen the mooring line and bring the end back to the cockpit, without taking it out from the chock. Hold it in one hand while pushing the boom out as far as one can readily reach. To start on the starboard tack, push the boom out to port. This causes the wind to strike the forward side of the sail and so swing the boat around in the desired direction. As soon as it has swung enough for the wind to fill the sail, sheet in and, as the sail fills, drop the mooring line and pick up the tiller. As the boat moves ahead, the mooring line will slip out through the chock without further attention. See sketches 3 and 4.

Often when sailing alone, some detail will need adjustment up forward If you leave the tiller with the mainsail closehauled, she will be likely to swing up into the wind, lose way and then drift back broadside to the wind. With a good breeze your boat would be quite likely to capsize. It is better to let the sheet run out to an easy reach position; then, with a neutral tiller, most boats will move ahead slowly and hold their course, while you do whatever you have to do. If the mooring area is crowded it is often better to get away under mainsail only and then control the boat in this way while putting up the jib. However every boat has its own characteristics and one can easily try out these maneuvers to determine just what adjustments work best with a given boat. See sketch 5.

The books tell you how dangerous it is to let the sail jibe. Jibing is dangerous only when it happens unexpectedly while running before the wind with the boom well out. When it is done purposely and properly executed it is perfectly safe. Often it is desirable. Suppose you are running with the wind dead astern on a port tack, that is, with the boom out to starboard (right) as far as it will go. You see that you will not be able to clear a certain obstruction without bringing the wind dangerously over to the starboard quarter, which is inviting an accidental jibe. Simply change your course momentarily to the left while you haul in your sheet until the sail is close-hauled. This changing of the course has prevented accidental jibing while you were closehauling. Now put the tiller over the other way and as the boat turns more and more to starboard, the wind will get behind the sail and the boom will swing over without violence because its free swing is so reduced. Let out your sheet again and you have jibed successfully. With the sail on the opposite tack you can clear the obstruction freely. See sketch 6.

There should be a paragraph in the books about the handling of halyards. When lowering a sail never let the slack part of the halyard get out of your hand. It seems like a silly trifle, but if the wind is so inclined, the escaped halyard will stream out from the mast head like a pennant, miles out of your reach. If it ever happens to you detach the other end from the sail and take a hitch around the mast taking care not to start it coming down on the captive side. The two parts of the halyard are quite evenly balanced and if you pull a little slack over on the captive side it will overbalance the free side and start running through the masthead sheave and the whole halyard will land on the deck at your feet. You then have the choice of careening your boat on some beach so as to re-reeve the halyard or towing it to some boat yard for help. However, with a flying halyard you can make the rest of the gear snug while waiting for a lull in the wind which will bring it within reach. This means that while taking in either mainsail or jib, the slack halyard should be allowed to slip through the fingers of one hand while pulling down the sail with the other Disconnect the halyard from the said and secure it before stowing the said.



I think that some of the books mention leaving halyards and other lines a little slack because rain causes rope to shorten and, if they are left tight, the added tightness due to wetting stretches and so weakens the line.

Plenty has been written about the mistake of trying to pick up the mooring while coming in down wind. So you are wise on this number. An added note may be useful. When coming in before the wind give the mooring a good wide berth, several boat lengths if possible, and run in until you are at least a boat length behind the dinghy. Then swing across as though you would run a boat length behind

(Continued on page 254)

Assembly line technique, geared to highest efficiency facilitates mass production in six Chris-Craft plants

A Chris-Craft is not the boat generally described by the off-soundings authorities as a "shippy little ship." You will not find in a Chris-Craft of any size—even the 52-foot Conquerer motor yacht—the 4 by 4-inch oak frames and the 10 by 12-inch oak keel that a Down East workboat operator likes to see. On the other hand, you will not find in the "shippy" little hooker the sparkling performance that light displacement gives. A Chris-Craft, whatever its size, is comparable to a sports roadster and like a roadster will operate with snap and dash.

At the same time safety is a factor which has been kept well in mind with a famous Smith family slogan: "We'll never build a boat we wouldn't want our daughters to operate." That, it seems to me, is as neat and concise a statement of the conscientious boatbuilder's credo as can be devised.

Another famous and long-established boat builder has a well-known phrase which I will mention to make a point. The Baltzer-Jonesport Boat Company of Medford, Massachusetts, established in 1885, points out to its customers that "the hull is the thing." Now I take this phrase knowingly out of context, because the Baltzer boat is a heavy boat as compared to the Chris-Craft. (A Baltzer 33-footer, for example, weighs approximately 9,300 pounds compared to about 8,200 for the Chris-Craft.) The point that Baltzer wishes to make with this phrase is that their hull, in addition to its excellent lines, is sturdily built on the heavy side. The phrase is applicable to Chris-Crafts to the extent that with their more than 60 years of experience the Chris-Craft people have also developed a very good system of hull shapes. So well-tried and proven is their accumulation of performance data that they did not feel it necessary to subject their new 52-foot Conqueror model to tank tests and other expensive and time-consuming pre-construction work but, as I was told, simply drew up the plans and went ahead and built it. Its performance seems to have amply justified this confidence.

The important point to be gleaned from this is that the hull lines and basic construction of stock boats such as the Chris-Craft do not change radically from year to year, although the styling and layouts do undergo constant development and refinements. I am one of those packrats who hoards catalogs despite my wife's better judgment and the space limitations imposed by our Connecticut waterfront cottage, and I have noted that the annual differences in scantlings and dimensions are very slight, especially in long-established models. However, models are added and dropped, of course, every year on the basis of sales reports.

For example, the 25-foot express cruiser, an established favorite of mine, being a compromise between a big runabout and a small raised deck cruiser, was dropped from the Chris-Craft 1949 line, while the 1949 21 foot express cruiser, advertised as

(Continued on page 290)

The 52-foot Conqueror motor yacht, flagship of the Chris-Craft fleet, sleeps eight, has four separate staterooms

LOW COST • QUIET • DURABLE

STAR STAINLESS Steel Boats have proved strong, light easy to handle in water or out . . . after three years, users acclaim the greater safety and low upkeep, the tough, puncture-resistant Hull. New 1950 features include full length, deep-drawn spray rails which give added strength and finer performance. New rubber-cushioned construction assures quiet operation. New cast aluminum carrying handles for easier lifting. Styrofoam lifeguard flotations. Five models . . . 12, 14, and 16 ft. . . . reasonably priced. Star Galvanized Boats right. All Star Boats are approved by the O.B.C.

Write for colorful catalog.

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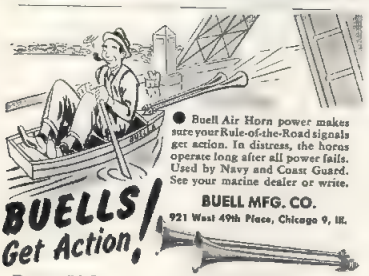
GOSHEN, INDIANA



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is likely to result. In that event, take over, by force if necessary and run to the nearest dock or harbor. There make your settlement and be on your way looking for a new job

Part-time help on a yacht is often disappointing to both parties This is because a man, to make a living, must work for two or more employers, and there inevitably comes a time when two or more want his services simultaneously Some one then feels shortchanged, but it can be worked out if this fact is recognized, and provided for

In conclusion, a paid hand can greatly increase the enjoyment, and in many cases actually reduce the cost of yachting. And yachting can be a very satisfactory profession, if both parties live up to their obligations, and apply the rules of common decency

Most folks want to do things the right way, so don't let one or two bad experiences spoil your fu

BOATS—BY THE THOUSAND

(*Continued from page 91*)

'the world's lowest-priced express cruiser," was added to compete, I would guess, with types that have proved phenomenally popular As the farmer used to say, money makes the mare go, and what better judge of what the public wants could a stock boat manufacturer have than his sales reports?

Along this line, Chris Craft is a closed corporation, owned and operated by the Smith family, and its production figures are not available to the public. However, to give an idea of the scope of the entire operation, it is believed that Chris-Craft produced somewhere in the neighborhood of 5,000 boats last year. That may not be batting in General Motors' league, but it is a lot of boats and dollar volume, nevertheless

All of this stems from a beginning more than 60 years ago when Chris Smith set out to build boats in Algonac His first modest product was a line of duck boats. From duck boats he progressed through skiffs to sailboats. His plant prospered and grew and his four sons joined him in the venture

With the advent of gasoline engines he pioneered successfully in this field There was much interest in speed, and in 1915 Detroit won the Gold Cup from the East with a boat, Miss Detroit I, which was built by Chris Smith with funds obtained by public subscription. In 1916 Gar Wood, the "Gray Fox" of racing, bought this boat for $5,000 and began his phenomenal racing career. In all, Chris Smith and his son Jay built ten Gold Cup and two international Harmsworth Trophy winners—the fastest boats the world had seen. Chris-Craft today holds more firsts in regattas than any other make of boat

In the heyday of the fast runabout, in the 'teens and twenties, when the word Chris-Craft came to be as much a synonym for fast runabouts as the word Kodak was for camera, the boats which issued from the Smith family's corporation were in great majority of this type. While it is probably true today (again the figures are not available) that Chris-Craft still turns out greater numbers of runabouts than it does cruisers, its greatest dollar volume today must almost assuredly be from the sale of cruisers

Advertising Dominant in Boat Sales

AN IMPORTANT factor, if not the most important, in the rise of the Chris-Craft empire has been the employment of aggressive advertising and sales techniques, which resulted in the establishment of the name as an internationally recognized brand. The Smiths' belief has been always that national advertising is a dominant weapon in selling boats on a worldwide basis. The Chris Craft advertisements and brochures feature action photographs with plenty of cheesecake and brilliant color The formula would seem to work.

In the 1949 catalog, for example, I counted pictures of 175 people enjoying a ride in a Chris-Craft. Of these, 114, or 65 per cent, were women, none of whom looked to be over twenty-five. There were only two shots showing women at the wheel (and in both of these pictures the boats were at rest) so that of the 61 men depicted one man in each action shot functioned as helmsman

I am sure this ratio has been worked out as a result of many years of experience, and that it must be psychologically sound, in preparing a boat advertisement that sells, to show one male helmsman with an average of two lovely feminine passengers. If it wasn't, Chris-Craft wouldn't do it this way

The Chris-Craft sales organization is based on factory dealerships with no distributorships *per se* Prior to the last war Chris-

OWNER AND MAN

(*Continued from page 67*)

perhaps even give him the use of the boat all expenses paid on his day or days off. This type of individual is usually incompetent in almost every respect, and not even aware that the master of a large ship performs more useful work in one day than the boat "captain" wants to do in a month.

If an owner can afford perfection, there are men who can do things that seem almost superhuman, men who can take a boat any place, do anything with machinery, cook and serve a meal perfectly, are excellent practitioners of the diplomatic arts, as well as being willing and able to keep the entire boat in fine condition. These men are scarce, however, and usually have a high price on their services, being able, with all that ability, to command a high salary in industry or business.

Yachting as a profession is usually poor business for a family-type man with children, because it takes him away from his home when he should be there. In some instances it works out well, if the owner is also of the family type, and is willing to arrange some of the time off so that home life of the man in question is not too badly upset. He is likely to be more stable than some single men, and will probably get along well with children.

There is little point in discussing the special cases where several men will be required to man a yacht, because when an owner gets into this class, he usually knows what he wants, and the work gets more specialized making it easier to select personnel. It could be mentioned that crewmen on large yachts who insist on sticking strictly to their own department thereby greatly reduce their value to an owner, and the owner must consider the extra value of a good cooperative crew.

Obligations of the Owner

A FEW POINTERS are in order for both the owner and the man. Wages should be paid promptly when due, and time-off agreements should be respected. Cash expenditures for the boat should not have to be financed by the crew, for if he cannot be trusted with enough cash advance to cover the boat's business, he has no place within gunshot. For greatest efficiency, comfortable convenient quarters should be provided, with some consideration being given to odd hour meals. The galley is sometimes located so that it cannot be reached without disturbing the early-to-bed or late-rising owner or guests, and it is difficult for a man to work effectively if he has to wait till nearly noon for his breakfast, or do without a customary snack before turning in. There is no need for him to be denied these things, because a thermos or two of coffee, and some sandwiches can easily be prepared ahead of time and placed in his quarters for later use.

Smoking or drinking on duty is a different matter and must be settled by the individuals involved. Some owners like to make a companion of the paid hand, deriving pleasure from having him indulge in these things with him, while others have an entirely different attitude.

Last but not least for the owner is that he must not hold a man responsible for consequences if he is ordered to do something he considers inadvisable. Take note of the fact that boating is his business, he works at it every day, and may know a lot more about it than you do.

Suggestions for the Crewman

AS FOR THE crewman, he should do the work agreed upon always keeping in mind that the boat is for the pleasure of the owner and his guests, remaining in the background as much as possible himself. Asking for salary advances or other personal favors of a similar nature is bad business on any kind of job, and personal property of the owner or guests is not to be molested in any way beyond giving it proper care. In connection with this, it is also extremely important that anything seen or heard on board must be kept in strict confidence.

The type of skipper who tries to keep the owner of a yacht from having the satisfaction of doing part of the work, or handling his own boat, is seldom successful at his career, regardless of how badly any of it is done. His only obligation is to warn of possible danger; then if the owner or one of his kids run her aground, or does other damage, just remember that it is his boat. The only exception that I might cite would be the case where loss of life or personal injury

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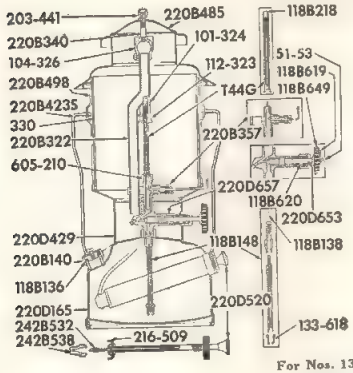
Repair Parts for Coleman Lamps and Lanterns

For Nos. 220D and 228D Lanterns



No.	Name of Part	Net Retail Each
T44G	Generator and Gas Tip Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V")	.65
330	Pyrex Glass Globe	1.25
101-324	Burner Tube	.24
112-323	Burner Cap and Screen	.21
118A304	Eccentric Block	.12
118B136	Filler Plug Gasket	.03
118B138	Fuel Tip (Marked "S")	.24
118B218	Gas Tip (Marked "V")	.12
118B326	Mixing Chamber	.69
118B620	Valve Stem Packing	.03
133-618	Fuel Tip (Marked "S")	.09
203-441	Ventilator Ball Nut	.18
216-509	Pump Leather	.06
220B140	Filler Plug Complete	.75
220B322	Air Intake Tube	.75
220B340	Ventilator Rod	.18
220B353	Tip Cleaner Stem (Packed)	.45
220B357	Gas Tip Cleaner Complete, Assembled	1.08
220D146	Fuel and Air Wire Complete (Fuel Tip Marked "S")	.99
220D165	Fount Complete	6.00
220D520	Pump Plunger Complete (Less Air Stem)	.81
220D653	Valve Stem Complete	1.05
220D657	Fuel Valve Complete	2.04
*220B485	Ventilator (Porcelain Slip Jack Base)	2.16
*220B4235	Ball	.24
*228B498	Frame and Ball	1.32
220D429	Base Rest	.30
242B532	Air Stem	.30
242B538	Check Valve	.30
605-210	Jamb Nut	.03
605-950	Wrench (Large)	.24
†227-480	Ventilator (Porcelain Slip Jack Base)	3.00
†228B423S	Ball	.21
†228B498	Frame and Ball	1.28
†228D429	Base Rest	.30

*For Lantern Model No. 220D (Also 220C and 220B).
†For Lantern Model No. 228D (Also 228C and 228B).

For Nos. 132A, 143 and 134A Lamps

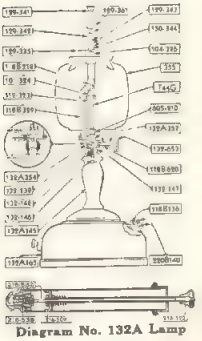


Diagram No. 132A Lamp

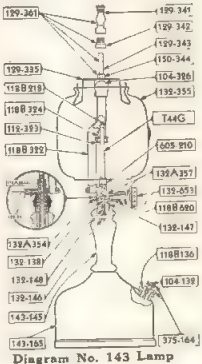


Diagram No. 143 Lamp

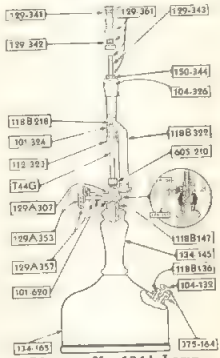
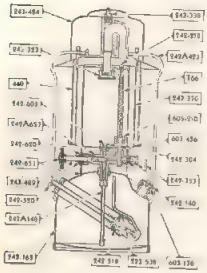


Diagram No. 134A Lamp

No.	Name of Part	Net Retail Each
T44G	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118C299)	.65
132A	Fluted Glastex Shade	.45
143	Fluted Glastex Shade	1.00
355	Pyrex Glass Mantle Protector	.75
101-629	Valve Stem Packing	1 for .06
104-132	Filler Plug Air Stem	.10
104-326	Mixing Chamber	.75
104-441	Ball Nut	.24
112-323	Burner Cap and Screens	.21
112-325	Burner Cap Screen	1 for .06
118A304	Eccentric Block	.12
118B136	Filler Plug Gasket	3 for .06
118B147	Handle Lock Nut	.15
118B218	Gas Tip (Marked "V")	.09
118B322	Air Intake Tube	.45
118B324	Burner Tube	.18
118B628	Valve Stem Packing	.03
128-335	Shade Holder Clamps (Packed)	.45
128-341	Finale	.54
129-342	Finale Nut	.21
129-343	Shade Support Rod	.18
129-353	Tip Cleaner Stem Complete	.24
129A307	Valve Body	.90
129A353	Valve Stem Complete	.45
130-341	Screw	.12
129-341	Finale Fittings Assembly	.90
129-361	Finale Fittings Assembly	.18
132-138	Fuel Tip Needle and Head	.30
132-146	Fuel and Air Wire (Fuel Tip Marked "S")	.18
132-147	Handle Lock Nut	.75
132-148	Fuel and Air Wire (With Fuel Tip and Fuel Needle) (Fuel Tip Marked "S")	.90
132-528	Pump Plunger Complete (Less Air Stem)	.60
132-653	Valve Stem Complete	.66
132A145	Handle	.54
132A185	Fount Complete	5.09
132A354	Valve Body	1.08
132A357	Fuel Valve Complete (Fuel Tip Marked "S")	2.16
132A398	Burner Complete	4.47
134-145	Handle	.45
134-165	Fount Complete	4.47
134-399	Burner Complete	4.14
143-145	Handle	.66
143-165	Fount Complete	4.80
150-344	Shade Support Rod Nut	.03
210-509	Pump Leather	2 for .12
216-532	Air Stem	.30
216-538	Check Valve	.30
220B140	Filler Plug Complete	.75
375-164	Filler Plug Complete	.09
410-585	Pump	.51
605-210	Jamb Nut	.03

Above prices are manufacturer's lists subject to discount.

Repair Parts for Coleman Lanterns

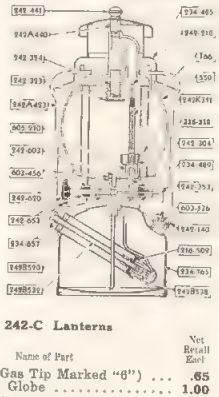


For No. 243A Instant-Lighting Lanterns

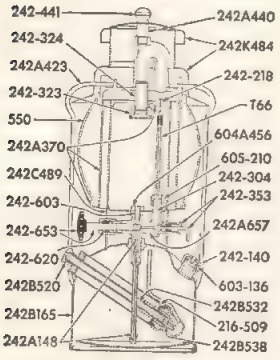
No.	Name of Part	Net Retail Each
T66	Generator (Gas Tip Marked "6") (242A299)	.65
216-509	Pump Leather	.06
242-140	Filler Plug Complete	.45
242-218	Gas Tip (Marked "6")	.12
242-323	Burner Cap and Screen	.45
242-324	Burner Tube	.24
242-353	Tip Cleaner Stem Complete	.24
242-603	Fuel to Valve Connection Stud	.12
242-620	Valve Stem Packing	.03
242-653	Valve Stem Complete	.45
242A148	Fuel and Air Wire Complete (Fuel Tip Marked "L")	.54
242A423	Bail	.30
242A657	Fuel Valve Complete	1.83
242B520	Pump Plunger Complete (Less Air Stem)	.66
242B532	Air Stem	.30
242B538	Check Valve	.30
243-338	Ventilator Pin	.06
243-376	Burner Complete	1.50
243-484	Ventilator	1.08
243A185	Fount Complete	3.09
243A489	Globe Base Rest	39
603-136	Filler Plug Gasket	2 for .05
603-456	Hexagon Brass Nut (¼"-20)	03
605-210	Jamb Nut	.02

For No. 234 Kerosene Lanterns

No.	Name of Part	Net Retail Each
T66	—Generator (Gas Tip Marked "6") (242A299)	.65
550	—Pyrex Glass Globe (Bulged Type)	1.00
216-509	—Pump Leather	2 for .12
234-165	—Fount Complete	3.90
234-485	—Ventilator	1.08
234-489	—Globe Base Rest	.30
234-657	—Valve Complete	1.08
235-310	Preheater Cup	.24
242-140	Filler Plug Complete	.45
242-215	Gas Tip (Marked "6")	12
242-304	Eccentric Block	.12
242-323	Burner Cap and Screen	.45
242-324	Burner Tube	.24
242-353	Tip Cleaner Stem Complete	.24
242-441	Ventilator Ball Nut	.12
242-603	Frame to Valve Connection Stud	12
242-653	Valve Stem Packing	.03
242-654	Valve Stem Complete	.45
242A423	Bail	2 16
242A440	Ventilator Rod	30
242B520	Pump Plunger Complete Less Air Stem	.18
242B532	Air Stem	66
242B538	Check Valve	30
242K311	Spring Clip	30
242K810	Filling Can Complete	.18
603-136	Filler Plug Gasket	.45
603-456	Hexagon Brass Nut (¼"-20)	for .06
605-210	Jamb Nut	06
805-950	Wrench	.03
		24



For No. 242-C Lanterns

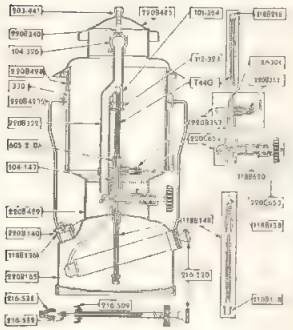


No.	Name of Part	Net Retail Each
T66	Generator (Gas Tip Marked "6")	.65
550	Pyrex Glass Globe	1.00
†216-509	Pump Leather	.06
242-140	Filler Plug Complete	.45
242-218	Gas Tip (Marked "6")	.12
242-304	Tip Cleaner Eccentric Block	.12
242-323	Burner Cap and Screen	.45
242-324	Burner Tube	.24
242-353	Tip Cleaner Stem Complete	.24
242-441	Ventilator Ball Nut	.09
242-620	Valve Stem Packing	.03
242-653	Valve Stem Complete	.45
242A143	Fuel and Air Wire Complete (Fuel Tip Marked "L")	.54
242A370	Frame and Burner Complete	2.16
242A423	Bail	.30
242A440	Ventilator Rod	.18
242A657	Fuel Valve Complete	1.83
†242B165	Fount Complete	5.28
242K484	Ventilator	1.08
†242C489	Globe Base Rest	.24
†242B532	Pump Air Stem	.30
†242B538	Check Valve	.30
†242B520	Pump Plunger Complete (Less Air Stem)	.66
603-136	Filler Plug Gasket	.03
604A456	Hexagon Brass Nut (¼"-20)	.03
605-210	Jamb Nut	.03

*For No. 242A. †For Nos. 242B and 242C.

Above prices are manufacturer's list subject to discount.

Repair Parts for Coleman Lanterns

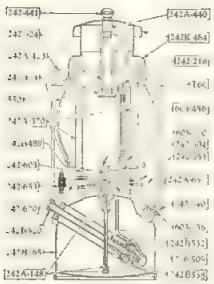


For Models 220B and 228B Instant-Lite Lanterns With Built-In Pump

No.	Name of Part	Net Retail Each
T44G	*Generator and Gas Tip Cleaning Needle (Less Jam Nut) (Gas Tip Marked "V") (1,3B289)	.65
330	—Pyrex Glass Globe	1.2.
164 - 326	Mixing Chamber	.4.
112 - 323	Burner Cap and Screen	.21
118B118	—Fuel Tip (Marked "AB")	.12
118B136	—Filler Plug Gasket 2 for	.06
118B138	—Fuel Tip Cleaning Needle	.24
118B148	Fuel and Air Wire Complete (Fuel Tip Marked "AB")	1.68
118B218	—Gas Tip (Marked "V")	.12
118B322	—Air Intake Tube	.54
118B324	—Burner Tube	.18
118B620	—Valve Stem Packing	.03
203 - 641	Ventilator Ball Nut	.18
216 - 509	Pump Leather	.11
218 - 526	-Pump Plunger Complete (Less Air Stem)	.90
216 - 532	—Air Stem	.30

No.	Name of Part	Net Retail Each
216 - 538	—Check Valve	.30
220B140	—Filler Plug Complete	.75
220B165	—Fount Complete	6.60
220B304	—Eccentric Block	.06
220B328	—Air Intake Tube Extension	.18
220B340	Ventilator Rod	.18
220B353	Tip Cleaner Stem (Packed)	.45
220B357	Gas Tip Cleaner Complete, Assembled	1.08
*220B423	—Ball	.24
220B429	—Globe Base Rest	.30
*220B485	—Ventilator (Porcelain 6¾ inch Base	2.16
*220B498	Frame and Ball	1.32
220B653	Valve Stem Complete	99
220B657	—Fuel Valve Complete	2.64
220D950	—Wrench (Small)	.24
**227 - 480	—Ventilator (Porcelain 3¼ inch Base)	3.00
605 210	- Jamb Nut	03
605 - 950	Wrench	.24

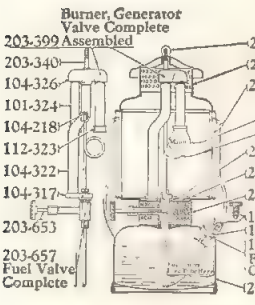
*For Lantern Model No. 220B **For Lantern Model No. 228B
Other parts interchangeable



For No. 242B Instant-Lighting Lanterns With Built-In Pump

No	Name of Part	Net Retail Each
T 66	Generator (Gas Tip Marked "V") (242 299)	.65
550	Pyrex Glass Globe	1.00
216 - 509	Pump Leather 2 for	.12
242 140	Filler Plug Complete	.45
242A146	Fuel & Air Wire Complete (Fuel Tip Marked "L")	.54
242B165	Fount Complete	5.28
242 - 218	Gas Tip (Marked "6")	06
242 394	Tip Cleaner Eccentric Block	06
242 - 323	Burner Cap and Screen	.45
242 - 324	Burner Tube	.24
242 - 353	Tip Cleaner Stem Complete	.24
242A370	Frame and Burner Complete	2.16
242A423	Ball	.30

No	Name of Part	Net Retail Each
242A440	Ventilator Rod	.18
242 - 441	Ventilator Ball Nut	.12
242K484	Ventilator	1.05
242B489	Globe Base Rest	.24
242B520	Pump Plunger Complete (Less Air Stem)	.66
242B532	Air Stem	30
242B538	Pump Check Valve	30
242 - 603	Frame to Valve Connecting Stud	.12
242 - 628	Valve Stem Packing	.03
242 - 653	Valve Stem Complete	45
242A657	Valve Complete	1.83
603 - 136	Filler Plug Gasket	.03
603 - 656	Hexagon Brass Nut (¼ 18)	.03
605 210	Jamb Nut	03



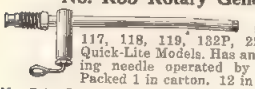
For Model L427 Quick-Lite Lanterns With Built-In Pump

No.	Name of Part	Net Retail Each
184-132	Air Stems	80
104-136	Filler Plug Gaskets	.06
104-164	Filler Plugs	1 80
104-317	Couplings	.60
101-324	Burner Tube	24
104-218	Gas Tip (Marked "Q")	.06
104-322	Air Intake Tube	.54
104-326	Mixing Chamber	.75
112-323	Burner Cap and Screens	.21
115-136	Filler Plug Gasket 2 for	.06
203-340	Ventilator Rod	.18
203-641	Ventilator Ball Nut	.18
203-489	Globe Base Rest	.24
203-496	Frame and Ball	1.32

No.	Name of Part	Net Retail Each
203-653	Valve Stem Complete	.45
204-399	Burner, Generator and Valve Complete, Assembled	4.14
204 - 485	Ventilator (Porcelain 5¼ inch Base)	2.16
204 - 657	Fuel Valve Complete	1.08
216 - 165	Fount Complete	4.20
216 - 509	Pump Leather 2 for	.06
218 - 520	Pump Plunger Complete (Less Air Stem)	.90
216 - 532	Air Stem	30
216 - 538	Check Valve	30
230B140	Filler Plug Complete	.75
205 - 950	Wrench	.24

Above prices are manufacturer's lists subject to discount.

No. R55 Rotary Generators



Used on Instant-Lite Models 117, 118, 119, 132P, 220, 228 and all Quick-Lite Models. Has an automatic cleaning needle operated by a rotary lever. Packed 1 in carton. 12 in a display carton.

No. **R55.** Rotary Generators .....per Doz. **9.00**

No. T66 Rotary Generators

Used on Instant-Lite Gasoline Lanterns Nos. 242, 242A, 242B, 243 and 243A and Kerosene Lantern No. 234. Has automatic cleaning needle operated by rotary lever. Packed 6 in carton.

No. **T66.** Rotary Generators .....per Doz. **7.80**

No. 237A299 Generator

For use in Coleman lantern, Model 237A. Dual filler coils assure long life .....Each **.75**

No. Q77 Straight Generators

For Instant-Lite Lamp Models 117, 118, 119, and Models 220 and 228 Lanterns. Useful where low grade fuels make frequent replacements necessary. Packed 6 in a carton.

No. **Q77.** Straight Generators .....per Doz. **3.60**

Coleman Pyrex Glass Lantern Globes

Bulge type. For use only on Lanterns Nos. 242 and 242A. 3½ in. diameter. 4⅛ in. high.

No. **550** Pyrex Glass Lantern Globes .....Each **1.00**

No. **660**—Bulge Type, same as above, only for Lantern No. 237-A. Diameter, 5½ inches; Height, 5¼ inches .....Each **1.10**

Coleman Pyrex Lantern Globes

No. 330 Pyrex Lantern Globes. Size, 4⅞-in. diam.; 5¼-in. high. High grade heat resisting glass. For use on Coleman Instant-Lite Lanterns Nos. 220B and 228B only. Packed 6 in a carton. Weight, 6 lbs.

No. **330** Globes .....Each **1.25**

No. 355 Coleman Pyrex Glass Globes

Protects mantles from damage by flying insects. 5⅝ in. diameter. 2⅝ in. top opening. 3⅞ in. bottom opening. For use on lamps Nos. 129, 132A, 133 and 134P.

No. **355** Pyrex Glass Globes Each **1.10**

Coleman Filtering Funnels

For removing dirt, water and other impurities from fuel. Complete with strainer and filtering fabric.

Szie No.	0*	1-A**
Diameter, Inches	2¼	4⅝
Each	.75	1.95

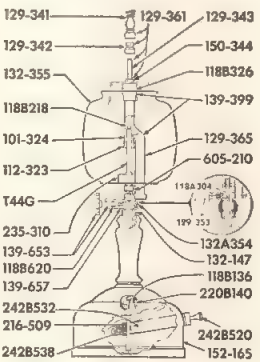
*For Lamps, Lanterns and small appliances.
**For Stoves and Heaters.

Replacement Filters for Above

No. **0R** .....Each **.25**
No. **1-R** .....Each **.66**

Repair Parts for Coleman Lamps

For Model Nos. 152 and 152-A



Number	Name of Part	Net Retail Price
T44G	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118B299)	.65
T44K	Generator and Cleaning Needle (Less Jamb Nut) (Gas Tip Marked "V") (118C299)	.65
152SD	Parchment Shade	1.80
355	Pyrex Glass Mantle Protector (132-355)	1.10
101-324	Burner Tube	.24
104-326	Burner Mixing Chamber	.75
104-469	Hanger Rod	.24
112-323	Burner Cap and Screen	.21
112-325	Burner Cap Screen	.03
118A304	Eccentric Block	.12
118B136	Filler Plug Gasket	.03
118B218	Gas Tip (Marked "V")	.12
118B620	Valve Stem Packing	.03
129-335	Shade Holder Clamps (Packed)	.45
129-341	Finale	.54
129-342	Finale Nut	.21
129-343	Shade Support Rod	.18
129-353	Tip Cleaner Stem Assembly	.24
129-361	Finale Assembly	.90
129-365	Air Intake Tube	.66
132-147	Handle Lock Nut	.18
132-148	Fuel and Air Tube Assembly	.90
152-653	Valve Stem Complete	.54
152-657	Valve Complete	1.98
150-344	Support Rod Nut	.03
152-145	Handle	.48
152-165	Fount Complete	6.60
152-399	Burner Complete	4.47
216-509	Pump Leather	.06
220B140	Filler Plug Complete	.75
220D520	Pump Plunger	.81
235-310	Preheater Cap and Wick	.24
242B532	Pump Air Stem	.30
242B538	Check Valve	.30
242K910	Alcohol Generating Can	.45
605-210	Jamb Nut	.03

Above prices are manufacturers' lists subject to discount.

Coleman Floodlight Gasoline Lanterns

Big, sturdy and meeting all outdoor lighting needs. Lights instantly. Fuel capacity 2-pints in a heavily nickeled brass fount; sufficient for 10 to 12 hours of brilliant light.

Green porcelain top, white underneath; diam. 6¾ in. Oversize generator; fount with hand operated filler plug and built-in air pump.

Over all height 14½ in. Packed complete with Pyrex globe and 2 Silk-Lite shock-resistant mantles. Wt. 5½ lbs.

No. **220D** Floodlight Lanterns .....Each **11.95**

No. **228D** Floodlight Lanterns, same as No. 228D but with larger reflecting shade ventilator top. Ea. **12.95**

Coleman Floodlight Gasoline Lanterns

An all-purpose all-weather lantern adapted to sport, camping, farm and general use.

Lights instantly; makes plenty of light. Fuel fount, heavily nickel-plated brass, holds 1½ pints of gas, enough for 7 to 9 hrs. lighting service. 5 in. diam. Built-in pump; has hand operated filler plug, a Pyrex globe and No. 21A Silk-Lite mantel. Ht. 12½ in. Packed one in a carton complete with one mantel. Shipping weight, 4 lbs.

No. **242C** Floodlight Lanterns
. . . . . .Each **9.95**

Coleman Gasoline Lantern Reflectors

For Nos. 242C and 220D Lanterns

Concentrated light for fishing, hunting and outdoor night jobs. Heavy nickeled surface. Sturdy bracket, Kool-grip wood handle is adjustable to vertical or horizontal position.

Packed one in carton or in 6-carton cases.

Shipping Wts.: One No. 242C790, 1½ lbs., six, 10 lbs. One No. 220D790, 1¾ lbs., six, 11 lbs.

No. **242C790** Reflectors Each **2.25**

No. **220D790** Reflectors Each **2.75**

No. 152-A Coleman Day-Lite Lamps

Powerful, double mantle light with strong, over-size generator and fluted plastic shade. Provides 20 times more light than wick type kerosene lamp.

Complete with shade, Pyrex glass globe and two double strength mantles.

Fuel fount of brass finished in ivory with gold trim. Will burn 10 to 12 hours on two pint refilling.

Height, 19½ inches. Weight, 7 pounds.

No. **152-A** Day-Lite Lamps
. . . . . .Each **13.95**
Individually packed

No **152-SD** Shades for above, of fluted plastic in assorted colors. Bottom diameter, 13 inches height 7½ inches., weight 1 pounds .....Each **1.80**
Individually Packed

Coleman Silk-Lite Mantles

Made of specially treated Rayon Fibre. Single weave design. Scientifically meshed and treated for greater flexibility. Withstands severe shocks. Water-proofed. Packed 12 in a paraffin coated box; 1 gross in carton.

No.	20	21A
Type	Senior	Junior
Length, Ins.	4	2½
Weight Gross, Lbs.	2	1
Per Dozen	1.50	1.03
Per Gross	17.28	12.24

No. 31 Coleman Junior Raytex Mantles

An unusually good grade, low priced mantle made of especially selected rayon fibre, single weave design. Packed one dozen in box; one gross in a carton.

No. **31** Raytex Mantles
.....per Doz. **.90**

No. **31** Raytex Mantles
.....per Gross **9.40**

Roto-Cleaning Generators

Equipped with gas tip cleaning needle operated by a rotary lever which is built in the burner.

No. **T44G.** Fits Coleman Lamps Nos. 117A, 118A, 119A, 138, 134P, 134G, 132A, 143, 150B, 150G, 150I, 150R and Instant-Lite Lanterns Nos. 220B and 228B .....per Doz. **7.80**

No. **T44K.** Has the same general construction as Generator No. T44G except made for Kerosene Lamps Model Nos. 129, 129G, 150BK, 150GK, 150IK and 150RK, and Kerosene Lantern No. 285 .....per Doz. **7.80**

Above prices are manufacturers' lists subject to special discount.

THE **COMIC ROTOR**

ENDLESS AMUSEMENT FOR EVERY MIND

FAMILY

The COMIC ROTOR is a safe and educational toy of va… appeal… that stimulates the imagination and affords many hours of … fun … is a toy of tremendous variety. It will bring smiles into t… room.

The COMIC ROTOR is a very effective teacher of co-ordin… creative thinking and manipulative skill for little folks. Too, it aff… extra fun for youngsters who like doodling at drawing. Copying … characters enables the child to develop artistic skill.

ALL HANDS REACH OUT FOR IT

introducing ARCHIE PERCY and WILBUR

"QUICK-CHANGE ARTISTS"

appearing together on the COMIC ROTOR

. . . all outstanding funmakers ready to give you a great performance

1,029 HILARIOUS COMBINATIONS possible with this fun-packed toy

SALES DYNAMITE AT 79¢ RETAIL

the curtain … NEW

Cr… ION

a … a sure hit on all the toy counters of America

Hitch your wagon to this star NOW!

for year 'round volume selling

LIFT UP

THE ENGROSSING

COMIC ROTOR

and NOW here it is..

THIS IS IT... YOUR DISPLAY..

FREE with every case of 3 dozen

DESIGNED FROM EVERY ANGLE FOR SALES PROMOTI

THIS DYNAMIC DEMONSTRATOR WILL PRODUCE RESU

VOLUME DEMAND

NOW here it is

THE NEW COMIC ROTOR

Colorfully striking, this unique display is substantially built to make people stop, look and buy. No EYE appeal will cause your toy business to vary.

COMIC ROTOR inserted into display

79¢

COMIC ROTOR

PUT IT TO WORK FOR MORE SALES AND MANY OF THEM

THE COMIC ROTOR IS BIG NEWS

FOR YEAR ROUND PROFITS

Sensational! Educational!

COMIC ROTOR THE NEW TOY WITH

1029 HILARIOUS COMBINA

• TEACHES MANIPU
• TEACHES COORD
• TEACHES CREA

Turn the Comic Rotor Bands

STORE

4" x 4" MAT No. CR2

1029 Laughs

IN 1950'S NEWEST TOY SENSATION

COMIC ROTOR

• IT'S EDUCATIONAL
• IT'S HILARIOUS
• IT'S FUN FOR ALL

Turn the Comic Rotor Bands

PRESTO! Changes faces, clothes, etc.

only 79¢

Just turn the bands around the cylinder. Watch the COMIC ROTOR change faces and clothes! 1,029 hilarious combinations will keep you engrossed for hours at a time. Youngsters will adore it and learn from it. Helps develop "keen eye" at parties. See this fun-packed sensation today.

STORE NAME

4" x 8" MAT No. CR4

THESE NEWSPAPER AD MATS AVAILABLE FREE ON REQUEST

MAT No.

Summari... ...low

YOU will keep ahead in sales and profits... the year 'round... with the COMIC ROTOR

PROMOTE IT NOW!

affording attractive profits, this two sational toy is a sales getter and a business builder

THE COMIC ROTOR DESERVES YOUR CONFIDENCE

If attending the TOY FAIR, see our exhibit in ROOM 518, HOTEL NEW YORKER.

ORDER INFORMATION

packing:

A 112
1 DOZ TO CASE
APPROX WEIGHT 8½ lbs

A 124
2 DOZ TO CASE
APPROX WEIGHT 16 lbs

A 136
3 DOZ TO CASE
APPROX WEIGHT 25 lbs

For a sample, a case or a carload, write, wire, or phone: Wisconsin 7-5848

FUN-CRAFT CORPORATION

CARL LAFIN President

EXECUTIVE OFFICE and PLANT

245 WEST 28TH STREET - NEW YORK 22, N. Y.

PLANTS NOW MARCH 1950

CHILDREN WILL LOVE THEM!

Cinderella

Jack and the Beanstalk

Goldilocks and the Three Bears

Storiatelle

FAIRY TALES

Enchanting, wonderful stories the whole world knows and loves! Now, for the first time, all these exciting fairyland characters have been recreated in miniature in Hollywood especially for children, and photographed in brilliant full color. Here, in the Stori-View Fairy Tales, the magic of 3-Dimensions will thrill and delight every boy and girl with all the fantasy and Fairy Tale adventure they could wish for.

Every child will want them—every parent will buy them. And remember—every set of Stori-Views will TELL the story as well as SHOW it. They're the ideal gift for every occasion—for any budget.

Each Stori-View Fairy Tale combines 12 picture-and-story slides that tell a complete story in 3 dimensions.

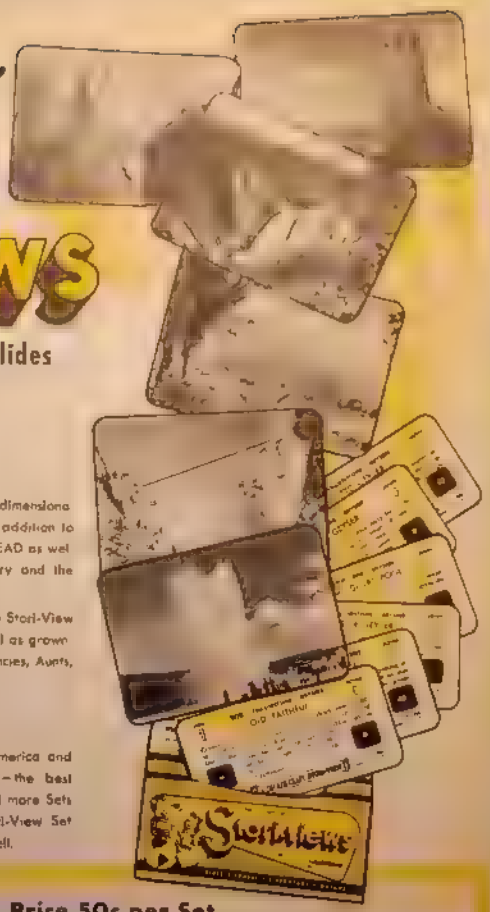
Retail Price...Per Fairy Tale...
12 Stori-View Slides
$1.00

They're Different... Profitable!

Stori-views

Full Color 3-Dimensional Picture Slides

In Sets



A real innovation! Here, at last, is a completely new and modern development in 3-dimensional stereoscopic pictures, available in beautiful natural colors. Each Stori-View slide, in addition to its twin transparencies, has the story printed right on the frame so the story can be READ as well as SEEN. There's nothing like them—no other stereoscopic pictures have the story and the picture together!

There are 6 individual Stori-View slides jacketed in an envelope to make a complete Stori-View Set. Each Set tells a complete story in both pictures and words. Boys and girls, as well as grown-ups, will be delighted with them—will want an entire Stori-View Library. Parents, Uncles, Aunts, Grandparents will buy them as the ideal inexpensive gift for children.

A Wide And Growing Selection

Already there is a long list of Stori-View Sets—national parks, famous cities in America and abroad—natural wonders—strange and beautiful flowers—startling animals—the best known Bible stories—and many others. And the list is constantly growing. More and more Sets will be announced periodically. Every Stori-View buyer will want each new Stori-View Set released. For you—a constantly growing repeat business, profitable and easy to sell.

Stori-View Sets—Retail Price 50c per Set

(6 Individual Picture-and-Story Slides in Each Set Below)

NATURE STORI-VIEWS

100 Wild Animals
101 Zoo Animals—A
102 Zoo Animals—B
103 Zoo Animals—C
104 Zoo Animals—D
115 American Wild Animals
500 Flowers of Hawaii

TRAVEL STORI-VIEWS

900 Grand Canyon—South Rim
901 Grand Canyon—Bright Angel Trail
907 Yellowstone—Waterfalls
908 Yellowstone—Geysers
909 Yellowstone—Canyons and Lakes
910 Yellowstone Wonderland
911 Yosemite—Waterfalls
912 Yosemite—The Valley
914 Sequoia National Park, California
915 Bryce—On The Rim
917 Zion—The Valley
1400 San Francisco, California
1401 Hollywood, California
1402 Los Angeles, California
1404 The Redwood Highway, California
1500 Pikes Peak, Colorado
1501 Garden of the Gods, Colorado
1502 The Royal Gorge, Colorado
1503 Rocky Mountain National Park
3600 Hoover Dam, Nevada
3601 Hoover Dam and Lake Mead
4000 New York City—Manhattan
4001 New York City—Rockefeller Center
4003 Niagara Falls in Summer
4004 Niagara Falls in Winter
4500 Columbia River Highway, Oregon
5900 Washington—Government Buildings
5901 Washington—National Monuments
6900 Shakespeare Shrines
6901 Shakespeare's Stratford
6902 London—National Shrines
6903 London, England
7800 The Matterhorn, Switzerland
7801 The Matterhorn & Zermatt, Switzerland
7802 St. Moritz, Switzerland
7803 Swiss Alps of Interlaken

BIBLE STORI-VIEWS

B012 Abraham and Isaac
B066A Daniel in the Lions' Den—A
B066B Daniel in the Lions' Den—B
B1 Gabriel Visits Zacharias
B6A The Birth of Jesus—A
B6B The Birth of Jesus—B
B8 The Wise Men Find Jesus
B15 Jesus Turns Water into Wine
B23 Man Sick with Palsy
B35 The Daughter of Jairus
B37 Death of John the Baptist
B40 Jesus Answers a Prayer
B46 The Unmerciful Servant
B47 The Good Samaritan
B49 Jesus, the Good Shepherd
B55A The Prodigal Son—A
B55B The Prodigal Son—B
B57 The Rich Man and Lazarus
B58A The Raising of Lazarus—A
B58B The Raising of Lazarus—B
B60 The Pharisee and Publican

TESTED COMMENDED PARENTS

The Parents Magazine Seal of Commendation inspires confidence in your customers, increases sales, means real prestige for your store.

Each Stori-Viewer Sold Builds Repeat Business And More Profits

. . a COMPLETE
business-building
PROFIT PLAN

TESTED AND COMMENDED BY PARENTS MAGAZINE

The Stori-viewer

FOR 3-DIMENSIONAL FULL-COLOR PICTURES

- ★ Builds Profitable Repeat Sales!
- ★ Allows Up To 40-5% Margin For You!
- ★ Small Investment—Fast Turnover!
- ★ Plenty Of Sales And Advertising Helps!

Every family with children—
Every growing boy or girl is a prospect!

Nothing Like It!

- The ONLY precision-made 3-dimensional (stereoscopic) viewer without levers, springs, knobs, cogs or other moving parts to get out of order
- The Stori-Viewer converts beautiful full-color Stori-Views into surprisingly life-like scenes of sterling depth — without adjustment of any kind
- The Stori-Viewer sells at sight — and once sold becomes a source of continuing year-after-year repeat sales for more Stori-Views and more Stori-View Albums

STORI-VIEWS, 3312 LINDELL BOULEVARD, ST. LOUIS 3, MISSOURI

SUPER SELLERS!

Stori-View FAIRY TALES

Everything you need to attract the eye of both parents and children! These bright and colorful packages and posters fairly shout for attention from your show window and counter—the newspaper mats and envelope inserts will coax new customers into your store to see these really different FAIRY TALES by Stori-View.

STORI-VIEW KIT

Perfect gift for boys and girls packed in brilliantly printed display carton. Each Stori-View Kit contains one Stori-Viewer and one complete Fairy Tale—a total of 12 Fairy Tale Slides.

Retail Price $2.50

POSTERS

Special "Cinderella" and Fairy Tale" posters beautifully printed on heavy stock for show window, door or wall display.

NEWSPAPER MATS

Designed to attract both children and parents, they invite prospects into your store and help you convert them into new customers.

ENVELOPE INSERTS

Powerful and appealing they reach parents at home to tell them about Stori-View Fairy Tales for the children—their own and others for whom they buy frequent gifts.

MINUTE MOVIES

In sound and color for showing in your local theatres, over your local television station, at clubs, churches, other gatherings. One of the most powerful selling methods ever devised to get people to think of your store as the place to buy Stori-Views plus all the other items you have to sell.

Every Stori-Viewer Sold Creates REPEAT BUSINESS!

Stori-view ADVERTISING & SALES HELPS

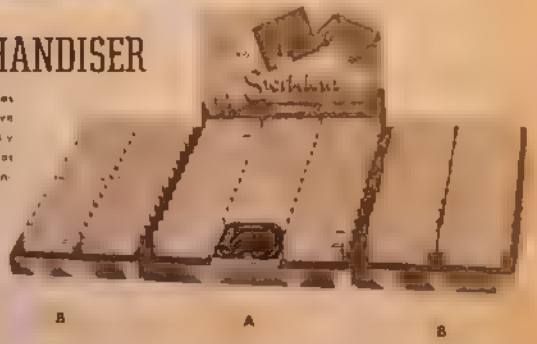
The MERCHANDISER

An attention-getting silent salesman for your counter—a real sales builder. Handsomely finished in bright enamel with large attractive display in 4 colors. Two sizes as shown, each complete with specially printed index cards. A Stori-Viewer and sample Stori-View slides urge the prospect to see — to enjoy the exciting beauty of 3-dimensional full color photography — and to buy.

TWO SIZES

A Central Display accommodates 36 Stori-View Titles, 4 Sets Each

B Supplementary Displays accommodate 26 Stori-View Titles, 4 Sets Each



The ALBUM DISPLAY

Designed to catch the eye of everyone that comes into your store with its bright colors and attractive Albums. Customers will want to see for themselves the thrilling life-like beauty of Stori-Views — newest of 3-dimensional full color Picture-and-Story Slides. It will invite every parent to buy this wonderful, different gift for children.

Other Stori-View Promotion To Help Boost Sales And Increase Traffic!

FOLDERS

A sure way to step up your sales. Use them as counter advertising, mail them out with letters, statements, use them as package inserts. Write for samples.

COUNTER CARDS

Several of these placed around your store are compelling invitations to see Stori-Views. Once prospects actually "see for themselves" your sale will be made. Cards are printed in four colors.

POSTERS

In the window, on the door or wall, these bright four-color posters work for you all the time, at a time when prospects are interested, and in a place where you can show them and sell them.

NEWSPAPER MATS

They are sent to you free. Stori-View newspaper ads will bring new customers into your store and identify you as a source where Stori-Views can always be purchased. Write for proofs from which to select.

WINDOW STREAMERS

These take first place for attracting the attention of passersby and invites them into your store when the gift question is usually uppermost in their minds.

MINUTE MOVIE SPOTS FOR THEATRES—TELEVISION—MEETINGS

In full natural color, Stori-View Movie Spots are available for showing in your local theatres — on your local television broadcasts — at clubs, churches, other gatherings for which you rent films.

Fast, dramatic, convincing, they sell your prospects when they are in the mood to look, listen and buy! Stori-View Movie Spots show and tell the children, parents, relatives about the marvels of 3-dimensional Stori-Views — why they are the ideal gift, — enjoyable, instructive, inexpensive.

Best of all, they sell people on the idea of going to YOUR STORE — not only for Stori-Views, but for all the other things you sell! Prospects SEE your name—HEAR your sales story—identify your store as the place to buy!

Write for Booklet giving Complete Details.

FORM Y 085

Get The Stori-View Story Today—Write **NOW!**

PRINTED IN U.S.A.

STORI-VIEWS, 3312 LINDELL BOULEVARD, ST. LOUIS 3, MISSOURI

Toys and Novelties
June 1950

A Small Investment --Big Return!

Stori-view Albums

Stori-View Albums have been especially designed to attract and delight the children. All are brightly colored and beautifully decorated with animals, flowers, scenes from all over the world, Bible characters and other subjects that give them unusual eye and buy appeal. Every Album cover whets the curiosity about the wonderful things to be seen and read about inside.

Stori-View Albums are made up of four complete but related Stori-View Sets — a total of 24 individual Picture and Story Slides for the child and pocket every Album contains 4 delightful complete stories full of adventure and exciting entertainment. Stori-View Albums make the perfect gift because they're inexpensive, educational and enjoyable.

STORI-VIEW ALBUMS NOW READY—NEW RELEASES LATER

- SA-1 THE CHRISTMAS STORY
- SA-2 PARABLES OF JESUS
- SA-3 MIRACLES OF JESUS
- SA-4 A VISIT TO THE ZOO
- SA-5 GREAT CITIES — U. S. A.
- SA-6 GREAT WONDERS — U. S. A.
- SA-7 YOSEMITE AND THE REDWOODS
- SA-8 SIGHTSEEING IN LONDON
- SA-9 WONDERS OF YELLOWSTONE
- SA-10 COLORFUL COLORADO
- SA-11 GRAND CANYON, BRYCE AND ZION
- SA-12 IN THE SWISS ALPS

TREMENDOUS MARKET!

Unlimited Sales!

Every child will want them — no parent will be able to resist! In Stori-View Fairy Tales all the wonder and adventure of these famous stories is combined with the magic of full-color 3-dimensional photography that literally brings every story book character to life!

Parents, grandparents, uncles and aunts will find in Stori-View Fairy Tales the perfect answer when gifts are a problem. They are a continuous source of sales to you because every child with a Stori-Viewer will want more and more Stori-View Sets for his constantly growing Stori-View Library.

Another Sales Builder!

An extra, individually designed Album Cover colorful and sturdy, together with gift card, is available in quantities to give away with every four Stori-View Sets of your customer's choice. They encourage the sale of four sets instead of one, create the desire to own a complete Stori-View Library.

Each Album Contains 4 Stori-View Sets— A Total Of 24 Individual Slides

Every Album sold means a sale of 4 Stori-View Sets at one time. Brilliant, colorful Album Cover attracts attention, makes selling easier, helps increase unit sale. Album covers provide a necessary place to keep Stori-View Sets and encourage the building of a Stori-View library.

Complete Albums—Retail

$2.00 each

Do It Now!

Write for a sample Stori-Viewer – Stori-Views – a Stori-View Kit – Stori-View Album – *all* the details that will give you a quick, profitable start in your locality.

Ask Your Jobber – Ask Your Buyer – Or Write Direct!

THE Stori-Viewer

— Newest 3-Dimensional Viewer

Made of gleaming black plastic, ruggedly constructed. No moving parts to get out of order. Weighs only 4 ounces. Convenient size for small hands. Easily carried in pocket or purse.

Retail $1.50 each

— As The Stori-View Library Grows

ALARM CLOCK MODELS

AIRLUX

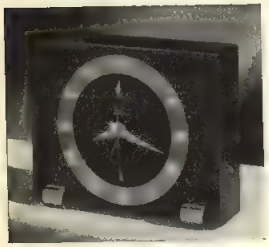
288C1. List .. **$30.00**
Retail Price $25.00,
Plus Tax

The case of this handsome bell-alarm is metal, covered with plastic. Dial 1½ in. cream white metal. Numerical hand 4½ in. metal, gold colored and fluted. Gold color hands. Height 4¾ in., width 6½ in., depth 2¾ in.

SPORTSMAN

288C2. List .. **$23.94**
Retail $19.95,
Plus Tax

Attractive case marbled by natural mineral deposits in richly colored, irregular veinings. Beautiful easy to read, highly polished gold-colored metal numeral band with large Roman numerals etched and filled. Stylish gold colored hands. Easel back. Bell alarm. Height 5¼ in., width 5⅝ in., depth 1¾ in., dial 3½ in.



AIRLUX MAHOGANY

288C3 List .. **$19.44**
Retail Price $14.95,
Plus Tax

The case of this handsome bell-alarm is hand rubbed brown mahogany. 3½ in. metal dial with brown grained mahogany background and gold color dots. 1½ in. gold color metal numeral band etched and filled. Gold color hands and bell. Height 5⅝ in., width 6½ in., depth 3⅛ in.

CORONADO

288C4. List . **$16.24**
Retail $12.50
Plus Tax

Mahogany finished wood case. Gilt bezel and hands. Brown numerals on white dial. Bell alarm. Height 4⅝ in., width 7¼ in., depth 3⅛ in., dial 3 in.

EMBASSY

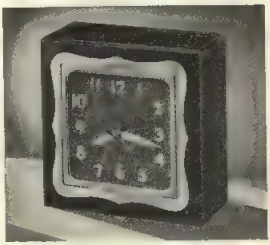
288C5 List . .**$12.94**
Retail $9.95 Plus Tax

Maple finished wood case—5⅜ in. high, 5½ in. wide, 3 in. deep. 3¾ in. dial dark cream center brown chapter on a light ivory numerical band. Gold color bezel and hands. Bell alarm.

KIRKWOOD

288C6. List . **$11.64**
Retail $8.95,
Plus Tax

Mahogany finished case, gilt bezel, brown dial with luminous hands and numerals. Height 4¾ in., width 4¾ in., depth 3 in., dial 3 in.



COLONNADE

288C7 List .. .**$10.34**
Retail $7.95,
Plus Tax

Rich mahogany case, with Grecian type fluting on frontal edges. Bright clear dial with brown numerals on ivory background. Buzzer alarm with control-a-tone. Height 4⅝ in., width 4⅝ in., depth 3 in., dial 3 in.

NOCTURNE

288C8. List .. **$9.04**
Retail $6.95,
Plus Tax

Ivory colored plastic case, wide polished brass bezel. Luminous hands and numerals. Bell alarm. Height 4½ in., width 4⅝ in., depth 3 in., dial 3⅞ in.

BECKEN

Authentic SETH THOMAS

FINE SHIP'S BELL STRIKE AND ACCURATE FINE LEVER MARINE CLOCKS

286C1 Ship's Bell 4 (Plain). List. $116.92

8-Day, 11-Jeweled Ship's Bell Strike Movement

Retail $95.00, Plus Tax

Strikes the ship's bells. Has fully polished cast brass case with screw type moisture-proof bezel. The back flange is drilled for attaching clock to panel or wall. Etched silverplated dial with numerals filled in black. Movement is precision made, 11-jeweled type with temperature compensated escapement and Breguet hairspring. To make a handsome chess-barometer combination order matching Herald 4 barometer 285C4. Can be supplied in chrome plate at extra charge. Specifications: Overall diameter 5⅝ inches. Depth 3⅛ inches. Dial 4½ inches. Visible diameter 4 inches.

286C2. Ship's Bell 6. List $123.08

Retail $100.00, Plus Tax

Same movement as above but with larger case. Specifications: Overall diameter 7⅛ inches. Depth 3⅝ inches. Dial 6 inches overall. Visible diameter 6⅛ inches.

286C3. Corsair 8. List $116.92

8-Day, 11-Jeweled Lever Time Movement

Retail $95.00, Plus Tax

Essentially a marine clock, but because of its high precision and sturdy construction is used in many other applications. The case is fully polished cast brass having hinged bezel and is equipped with stainless steel locking pin. Silvered metal dial has etched numerals filled in black. Note the sweep second hand. The 11-jeweled fine lever movement has match cut wheels and pinions, non-magnetic Breguet type hairspring and temperature compensated escapement. The back flange is drilled for attaching clock to panel or wall. Specifications: Overall diameter 10⅝ inches. Depth 3 inches. Dial 8½ inches overall. Visible diameter 8 inches.

286C4 Corsair 6.

List $86.16

8-Day, 11-Jeweled Time Movement

Retail $70.00, Plus Tax

Has fully polished cast brass case and screw type moisture-proof bezel. The back flange is drilled for attaching to panel or wall. The dial is silverplated and the etched numerals are filled in black. Overall diameter of dial 6 inches, visible diameter 5½ inches. The 11-jeweled fine lever movement has machine cut wheels and pinions, non-magnetic Breguet type hairspring and compensated escapement. Note the sweep second hand. Diameter of case 7⅛ inches.

286C5 Engine Lever

List $43.08

8-Day Lever Time Movement

Retail $35.00, Plus Tax

An unusually durable marine clock with 8-day lever time movement. Case is of black bakelite with hinged bezel of polished brass with gasket and positive thumbscrew fastener. Back flange is drilled for attaching to panel or wall. 5½ in silverplated dial. Case 6 3/4 in. over all.

KITCHEN AND DECORATIVE WALL CLOCKS

286C6 Hitt. List $4.86

Self-Starting Electric Time Movement Kitchen Clock

Retail $3.95 Plus Tax

Trim—smart adaptable, the "Hitt" adds a note of up-to-dateness to any kitchen setting. The well-proportioned molded case can be supplied in white, ivory or red. A bright metal rim frames the legible dial. The hands and numerals are in black. Note the current interruption indicator. Specifications: Height 6¼ inches. Width 8⅝ inches. Depth 3⅛ inches. Dial 5 inches square.

SETH THOMAS ELECTRIC TIME CLOCK

286C7. Plaza-2E (Genuine Walnut) $56.42
286C8. Plaza-2E (Blond Birch) 56.42

Self-Starting Electric Time Movement

Retail $45.85, Plus Tax

Exemplifies the best in modern design. The solid case has beveled edge and the center curves gracefully outward in a partial sphere. Surrounding the raised center is a flat area on which semi-circular raised metal hour markers in rich gold color are superimposed to produce a rare blending of color. The hands, also in gold color, conform to the contour of the case.

Diameter to outside of hour markers 11 19/32 inches. Overall diameter 13¼ inches. Thickness from top of center 2⅝ inches. Thickness of base ¾ inch.

Authentic SETH THOMAS "The Finest Name in Clocks"

SPRING WOUND AND ELECTRIC WESTMINSTER CHIME CLOCKS

MEDBURY-4E

280C1. List $58.46

Self-Starting Electric Westminster Chime Movement

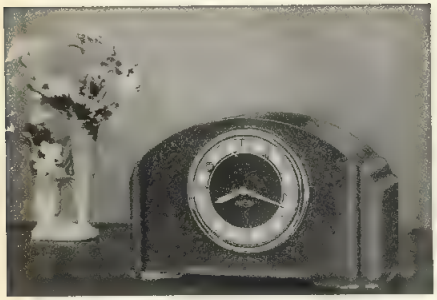
MEDBURY-4W

280C2. List $58.46

8-day Pendulum Westminster Chime Movement

Retail $47 50 Plus Tax

The gracefully sweeping lines of the famous tambour design are retained in this handsome Westminster chime clock. The cabinet is selected mahogany with overlaid front panel of distinctively grained rare wood. The die-cut numerals of the dial are in polished brass and appear against the mahogany case as a background. The hands and brass mask are also fully polished. Full quarter hour Westminster Chime. SPECIFICATIONS Height 9⅝ inches. Width 20 inches. Depth 5⅝ inches. Dial 5⅝ inches in diameter.



SIMSBURY-1E

280C3. List $70.76

Self-Starting Electric Westminster Chime Movement

SIMSBURY-1W

280C4. List $70.76

8-day Pendulum Westminster Chime Movement

Retail $57 50 Plus Tax

The Simsbury announces each quarter hour in full rich lingering tones. Its design reflects good taste and injects a note of up-to-dateness into any decorative scheme. The diagonally matched front veneers, the gracefully moulded ends and base all accentuate the well-proportioned appearance of the rich brown mahogany cabinet. The die-cut numerals are superimposed on a light ivory background and, with the hands and sash are in fully polished brass. SPECIFICATIONS Height 8⅝ inches. Width 14 inches. Depth 5¼ inches. Dial 5¾ inches in diameter.

HAMPSHIRE

HAMPSHIRE

280C7. List $350.96

Self-Starting Electric Westminster Chime Movement

Retail $295 00 Plus Tax

True craftsmanship binds expression in the design and construction of the Hampshire. Cabinet is of carefully rubbed genuine mahogany accented by distinctively grained panels in handsome crotch mahogany. Decorative scrolls with carved rosettes, pilliars and finial add to the well proportioned appearance and splendor of the whole clock. A touch of quaint charm is introduced in the dial by floral decorations in full color which appear against a background of light ivory. Roman numerals and serpentine hands are in black. SPECIFICATIONS: Height 25 inches. Width 17 inches. Depth 9 inches. Diameter of dial to outside of minute circle 8 inches.

LEGACY-2E

280C5. List $141.54

Self-Starting Electric Westminster Chime Movement

LEGACY-2W

280C6. List $141.54

8-day Pendulum Westminster Chime Movement

Retail $115.00 Plus Tax

Retains much of the dignity and charm of a famous clock created in the early 18th Century by an English master. The sides of the cabinet are in beautifully grained mahogany with door, top and base in scotch mahogany veneer. Silvered dial ring with Roman numerals etched and filled in black. Dial background is antique brass with highlighted center decorations and center in harmonizing design and color. Black serpentine hands. SPECIFICATIONS: Height (with handle extended) 14⅛ inches. Width 10⅝ inches. Depth 7¼ inches. Dial ring 8 inches in diameter.

Authentic SETH THOMAS

BECKEN

SPRING WOUND AND ELECTRIC HOUR AND HALF-HOUR STRIKE CLOCKS

SHARON-7E—Colonial Mahogany

281C1. List $52.30

SHARON-7E—Colonial Maple

281C2. List $52.30

Self-Starting Electric Strike Movement
Strikes hours and half-hours

SHARON-7W—Colonial Mahogany

281C3. List $52.30

SHARON-7W—Colonial Maple

281C4. List $52.30

8-day Pendulum Strike Movement
Strikes hours and half-hours
Retail $42.50 Plus Tax

Typifies the warmth and charm so frequently associated with Early American furnishings. Carefully finished in beautiful Colonial mahogany or maple on birch. Delicately tinted floral design appears on both the lower opaque panel and dial. Strikes the hours and half-hours. SPECIFICATIONS: Height 11⅛ inches. Width 9⅛ inches. Depth 4⅜ inches. Dial 5 inches.

PRESTON-1E

281C5. List $48.00

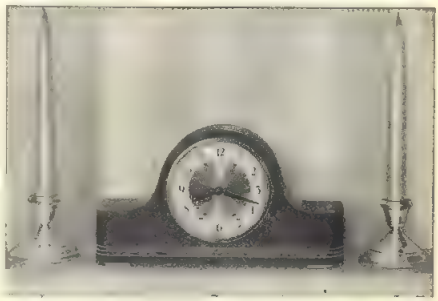
Self-Starting Electric Strike Movement
Announces hours and half-hours by rich chords on double rods

PRESTON-1W

281C6. List $48.00

8-day Pendulum Strike Movement
Announces hours and half-hours by rich chords on double rods
Retail $39.00 Plus Tax

A modernized version of the famous Empire upswept design and moderate in size. Correct for both conventional and modern settings. The distinctive lines of the mahogany cabinet are accented by veneers diagonally matched in the front and three graceful hardwood inlays which sound along the base and around the dial. Dark burnished brass figures on light, wood dial background will color in correct finished brass. Plates of distinctive design are of black. Sash and feet are in polished brass plate. SPECIFICATIONS: Height 8½ inches. Width 13⅝ inches. Depth 4¾ inches.



STAUNTON-2E

281C7. List $43.70

Self-Starting Electric Strike Movement
Announces hours and half-hours by rich chords on double rods

STAUNTON-2W

281C8. List $43.70

8-day Pendulum Strike Movement
Announces hours and half-hours by rich chords on double rods
Retail $35.50 Plus Tax

The Staunton will impress you by its pleasing symmetry and well balanced appearance. The natural beauty of richly finished wood is accented by the gracefully sweeping lines of the tambour design. Cabinet is mahogany with overlaid front panel simulating distinctively grained rare wood. Dial is in light ivory with numerals and hands in deep brown. Fully polished sash frames the dial. SPECIFICATIONS: Height 8⅛ inches. Width 17⅝ inches. Depth 4⅜ inches. Dial 5 inches in diameter.

LYNTON

281C9. List $33.84

Self-Starting Electric Strike Movement
Strikes hours and half-hours
Retail $27.50 Plus Tax

An unusually well proportioned striking clock retaining the graceful symmetrical lines of the tambour design yet especially suitable for narrow mantels, bookcases and shelves. A band of lighter wood along the base adds a pleasant contrast to the handsomely finished rich brown mahogany case. Bright brass frames the smart colored dial with its pleasing brown decorative motif. Hands and Arabic numerals are also in brown. SPECIFICATIONS: Height 8⅜ inches. Width 16⅝ inches. Depth 4 inches. Dial 5 inches in diameter.

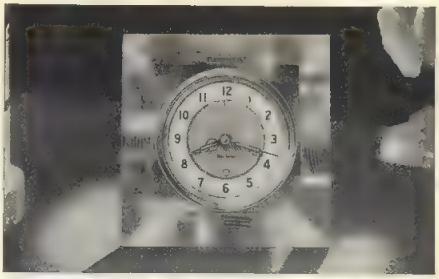
"The Finest Name in Clocks"

BECKEN

Authentic

SETH THOMAS

OCCASIONAL CLOCKS FOR DESK, BOUDOIR OR TABLE



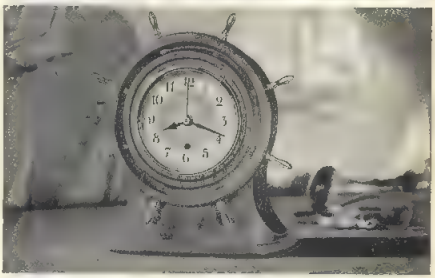
283C1. LUSTRE List **$22.76**

Self-Starting Electric Time Movement

RETAIL $18.50 PLUS TAX

The Lustre—a fascinating modern creation with crystal-clear plastic case—prism cut like a sparkling precious gem. It is further embellished by a smartly designed silver dial with etched decorative background in harmony with its modern lines. Numerals, as well as hour and minute hands, are black, and appear against a white numeral track. Sash and sweep second hand are finished in lustrous silver.

Specifications: Height 5 7/8 inches. Width 5 7/8 inches. Depth 3 1/8 inches. Dial 3 1/4 inches in diameter.



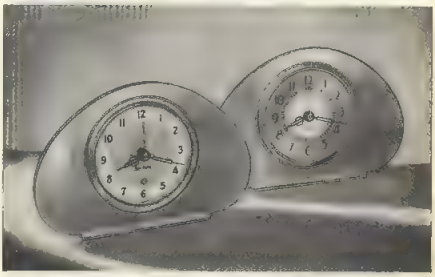
283C2. CAPSTAN 3E. List **$17.84**

Self-Starting Electric Time Movement

RETAIL $14.50 PLUS TAX

A delightfully decorative clock with a nautical air—reminiscent of the sea—yet suitable for any setting. Handrubbed "honey-tone" solid mahogany case and wheel accentuated by polished brass spokes and sash. The distinctive dial has background of brushed brass with decorative design in dull brass color. The numerals, also hour and minute hands are in dark green.

Specifications: Height 8 inches. Width 7 inches. Depth 2 1/2 inches. Dial 3 1/8 inches in diameter.



283C3. SEQUIN (Peach Mirror). List. **$15.38**

Self-Starting Electric Time Movement

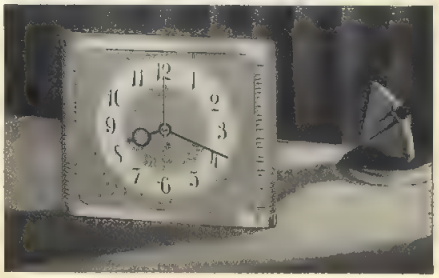
283C4. SEQUIN (Blue Mirror). List. **$15.38**

Self-Starting Electric Time Movement

RETAIL $12.50 PLUS TAX

The Sequin—bright, cheery and smart—will appeal instantly to anyone desiring a moderately priced decorative clock with beauty and charm. Available now with mirror glass front in a delicate peach or rich blue color. Sequin (peach mirror) has dial in brushed copper with black hour and minute hands. The sash, sweep second hand and base are in polished brass. The smartly designed silver dial of the Sequin (blue mirror) has etched decorative background with black numerals appearing against a white numeral track. Sash and base are in bright chromium finish.

Specifications: Height 4 5/8 inches. Width 7 1/8 inches. Depth 3 inches. Dial 3 1/4 inches in diameter.



283C5. YUKON-3E. List **$11.02**

Self-Starting Electric Time Movement

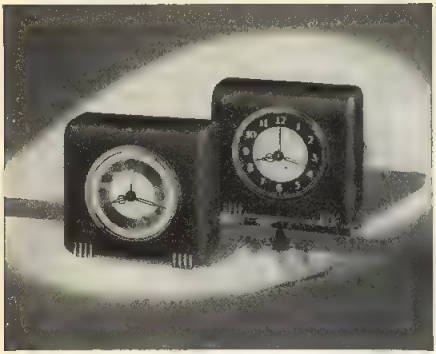
RETAIL $8.95 PLUS TAX

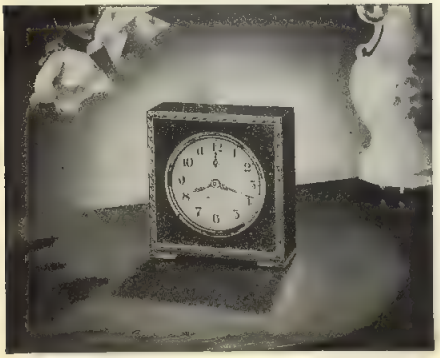
Here is an adaptable mantelpiece that will add a touch of refinement and splendor to any setting. Ideal for gifts. The rectangular frame with fluted sides is in bright brass finish. The dial has a paneled background in dull gold color with circular cream numeral track. The numerals, also hour and minute hands are black.

Specifications: Height 5 1/8 inches. Width 6 1/8 inches. Depth 2 3/4 inches. Dial ring 4 inches in diameter.

"*The Finest Name in Clocks*"

PRICES SUBJECT TO CHANGE WITHOUT NOTICE





Authentic

SETH THOMAS

BEAUTIFULLY CASED ELECTRIC AND 30-HOUR SPRING-WOUND ALARM CLOCKS

284C1. ECHO-3E (Plain Dial). List.....**$11.02**
Self-Starting Electric Alarm Movement
RETAIL $8.95 PLUS TAX

284C2. ECHO-3E (Luminous Dial). List.....**$12.24**
Self-Starting Electric Alarm Movement
RETAIL $9.95 PLUS TAX

An unusually versatile model which combines the beauty and quality of an occasional clock with the utility of a mellow-tone alarm movement. Suitable for cabinet, table, desk or boudoir. Case has cabinet construction of genuine walnut with ends in solid mahogany. Plain dial is in light ivory with black numerals on gold colored background. Numerals on the luminous model are against a rich brown background with ivory center. Brass sash and solid brass feet are fully polished. Alarm set dial is at back and current interruption indicator is set by tilting clock backward.

Specifications: Height 5⅞ inches. Width 5⅝ inches. Depth 2⅛ inches. Dial 3¼ inches in diameter

284C3. DEFT 3 (Plain Dial). List.....**$11.02**
30-Hour Alarm Movement
RETAIL $8.95 PLUS TAX

284C4. DEFT-3 (Luminous Dial) List.....**$12.24**
30-Hour Alarm Movement
RETAIL $9.95 PLUS TAX

A truly beautiful alarm clock in solid mahogany case. Plain dial model has legible black numerals outlined in lustrous silver on mat background. Deft-3 (Luminous) has luminous hands and numerals against a grey silver dial. Brass sash and brass colored base are fully polished. Both models have lever at back to adjust alarm tone to loud or soft

Specifications: Height 3¾ inches. Width 4⅜ inches. Depth 1⅝ inches. Dia. 2⅜ inches in diameter

284C5. SEVERN (Plain Dial). List.....**$12.24**
30-Hour Alarm Movement
RETAIL $9.95 PLUS TAX

A charming period alarm clock in beautifully grained rich brown mahogany case. Polished brass decorative trim together with sash and feet add to its richness and splendor. Dial is white with brown numerals. The brass hands are of appropriate design. Has lever at back to adjust alarm tone to soft or loud

Specifications: Height 3⅞ inches. Width 3⅝ inches. Depth 2 inches. Dia. 2⅜ inches in diameter

"The Finest Name in Clocks"

Seth Thomas Electric Wall Clocks for Commercial Use

BECKEN

SETH THOMAS ELECTRIC TIME CLOCK

287C1. Manager bronze finish $14.70
Retail $11.95 plus tax

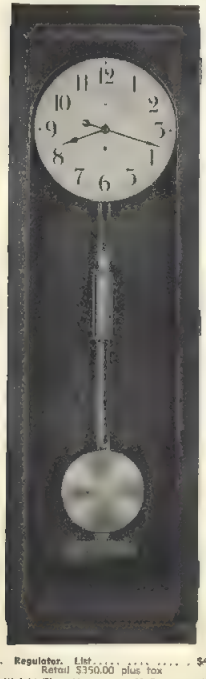
287C2. Manager chrome finish 18.40
Retail $14.95 plus tax

Durable metal case. Choice of two finishes, bright chrome or modern bronze. Convex lens glass provides greater visibility. Overall diameter 15 in. Dial 12⅜ in.

CHRONO-LITE-12

287C3. With Gas Tube Illuminated Dial. List $60.92
Retail $49.50 plus tax

An unusually attractive and distinctive commercial wall clock with an illuminated dial. Ideal for use in windows, in the offices of railroad stations, factories, etc.—or wherever time should be visible both day and night, either for the convenience of the public or as an attraction to induce people to examine other articles on display. It's ideal as a centerpiece for most any type of window display. A gas tube battery the dial and blends to bright green light making the time visible at a great distance. Convex glass protects the curved dial and increases legibility. Numerals, as well as hour, minute and sweep second hands are white and appear in bright reflected light against a dark background. Case has bright chromium plated outer rim with back portion in pleasing bronze color. Self-starting electric time movement. Specifications: Overall diameter 15 inches. Depth 6 inches. Dial 12⅛ inches overall.



287C4. Regulator. List $430.76
Retail $350.00 plus tax

8-Day Weight Time Movement—60 Beats per Minute

Available in quartered oak case. Features of movement include, reserve power, beat adjuster, jeweled pallets polished cut steel pinions, polished keystone shaped plates, and it is mounted on a heavy cast iron bracket. 12-inch white enameled dial with black numerals. Height, 60 inches. Width, 18 inches.

Seth Thomas High Precision Weight Regulators and 8-Day Pendulum Commercial Clock

287C5. Seth Thomas Observer. List $46.16
Retail $37.50 plus tax

8-Day Pendulum Time Movement

Modern designed quartered oak case and rugged construction throughout. 8-day pendulum time movement. Has 11¾ inch white dial with legible numerals and hands. Height 26½ inches. Width 13⅝ inches.

287C6. Regulator. List $135.38
Retail $110.00 plus tax

8-Day Weight Time Movement—80 Beats per Minute

A precision clock at a moderate price. Quartered oak veneered case. Legible 12-inch white enameled dial with seconds hand as illustrated. Movement has reserve power to bridge interruption while winding. Height, 35½ inches. Width, 15½ inches.

BECKEN

Authentic SETH THOMAS

SPRING WOUND AND ELECTRIC BANJO AND ELECTRIC OCCASIONAL CLOCKS

BROOKFIELD

HOMESTEAD

282C1. BROOKFIELD-3E List $86.16

Self-Starting Electric Strike Movement

Announces hours and half-hours by rich chords on double rods

282C2. BROOKFIELD-3W List $86.16

8-day Pendulum Strike Movement

Announces hours and half-hours by rich chords on double rods

Retail $70.00, plus tax

An unusually harmonious combination of color characterizes the Brookfield. A bright gold mirrored effect delicately outlines the overall design of the panels. Subdued shades of old ivory, tan and brown complete the decorative pattern and harmonize with the rich brown mahogany case to reflect a feeling of warmth and cheer. The sash, rails and top ornament are fully polished brass. Silvered dial with black numerals. SPECIFICATIONS: Height 29 inches. Width 9¾ inches. Depth 3¾ inches. Dial 5⅜ inches.

282C3. HOMESTEAD. List $36.86

Self-Starting Electric Time Movement

Retail $29.95, plus tax

All of the fine characteristics of Simon Willard's first banjo clocks are retained in this charming reproduction. The Homestead is built for today's homes. It has a rich brown mahogany case enlivened by polished brass sash and side decorations in Colonial "Spool and Scroll" design. The light ivory panels have Colonial type geometric patterns in rich burgundy and bright gold. Black numerals and hands appear against light dial. SPECIFICATIONS. Height 24¾ inches. Width 6⅛ inches. Depth 2⅜ inches. Dial 4½ inches.

282C4. BUCKINGHAM. List $24.56

Self-Starting Electric Time Movement

Retail $19.95, plus tax

This design reflects the influence of old world artistry. While the Buckingham is a period type clock its use in a wide variety of settings injects a note of richness and splendor. Fine for the desk too. Suggested also for use on either wall or corner brackets. Cabinet of selected solid mahogany. The dial is in etched brass with appropriate highlighted ornamental design. Numeral ring is white with Roman numerals and decorations in black. Polished brass handle and black serpentine hands. SPECIFICATIONS. Height (with handle extended) 7⅞ inches. Width 5⅝ inches. Depth 2⅜ inches. Dial 3⅝ inches square.

282C5. BAXTER-2E (Brown Mahogany) List... $24.56

282C6. BAXTER-3E (Blond Mahogany) List . . 24.56

Retail $19.95, plus tax

A sleek modern clock of unusual character and versatility. Ideal for cabinet, desk, table or narrow mantel. The rich brown mahogany case of the Baxter-2E is enhanced by judicious use of highly polished brass sidepieces, sash and base. Baxter-3E was developed especially for smart modern furnishings in light woods. It has blond mahogany case with trim in polished brass. The dials of both models have embossed rectangular centers in light ivory with surrounding mat finished silver background. Numerals, as well as hour and minute hands, are in black. SPECIFICATIONS: Height 4⅜ inches. Width 8⅛ inches. Depth 2¼ inches. Dial 6⅛x2¼ inches.

"The Finest Name in Clocks"

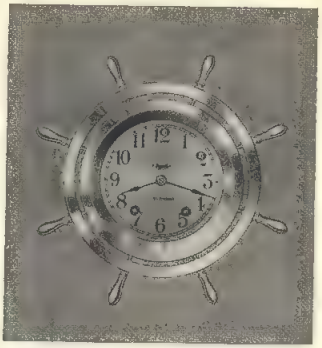
Authentic SETH THOMAS

BECKEN

SHIP'S BELL STRIKING MANTEL CLOCKS AND FINE SHIP'S BELL CLOCKS AND BAROMETERS

285C1. Regatta 3. List $227.68
Ship's Bell Clock-Barometer Combination
Retail $185.00 Plus Tax on Clock Only

The pride of all mariners whether seafaring is a vocation or an avocation. An excellent gift and presentation piece. Barometer—highest grade compensated type. Has knob on front for easy, dry resetting guide hand. Clock has polished cast brass case with bezel type wheel bezel. 4-inch silvered metal dial. Calendar. Fitted with 11-jeweled precision made 8-day movement that strikes the ship's bells. Both units are mounted on a sturdy base of hand rubbed solid mahogany with brass moulding in bright polished brass. **Can be supplied in chrome plate at extra charge.** Specifications: Height 8½ inches. Width 18⅝ inches. Depth of base 2⅝ inches.

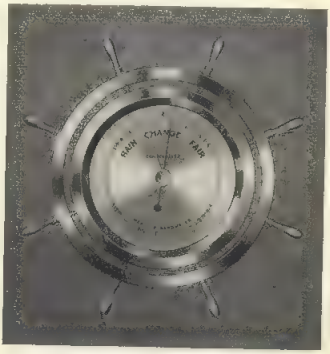


285C3 Ship's Bell 4 (Wheel). List..... $123.08
8-Day, 11-Jeweled Ship's Bell Strike Movement
Retail $100.00, Plus Tax

A genuine ship's bell clock. Has fully polished cast brass case with screw type moisture-proof bezel. Back flange is drilled for attaching clock to panel or wall. Silverplated dial is etched and numerals are filled in black. Precision made 11-jeweled movement with temperature compensated escapement and Breguet type hairspring. To make a handsome clock-barometer combination order matching Herald-3 barometer 285C4. **Can be supplied in chrome plate at extra charge.** Specifications: Overall diameter 8⅝ inches. Depth 3⅝ inches. Dial 4½ inches overall. Visible diameter 4 inches.

285C2. Mayflower 3. List $141.54
8-Day, 11-Jeweled Ship's Bell Strike Movement
Retail $115.00 Plus Tax

There's a distinctive note of cheer, luxury and nautical charm about the Mayflower. It's a genuine ship's bell clock with brass base moulding and cast brass case—both fully polished. The clock is supported by base in rich brown solid mahogany. Silvered metal dial has numerals etched in black. Movement is precision made, 11-jeweled type with temperature compensated escapement and Breguet hairspring. **Can be supplied in chrome plate at extra charge.** Specifications: Height 8½ inches. Width 10½ inches. Depth 3½ inches overall. Depth of base 2⅞ inches. Dial 4 inches in diameter.



285C4. Herald 3 (Wheel). List $92.30
Matches in Appearance Ship's Bell 4 with Wheel Bezel, #285C3
Retail $75.00, No Federo Tax

285C5 Herald 4 (Plain). List $86.16
Matches in Appearance Ship's Bell 4 with Plain Bezel, #286C1
Retail $70.00, No Federal Tax

A precision instrument of domestic manufacture that permits scientific forecasting of the weather. The Herald is a genuine sea going barometer with movement having device to compensate for temperature variations. It is the unqualified choice of many marines. Has manually operated set hand with knob extending through glass to outside so that deflection of indicator within a given period can be noted. Silvered metal dial. Polished cast brass case with screw type bezel. **Can be supplied in chrome plate at extra charge.** Specifications for Herald-3: Overall diameter 8⅝ inches. Depth 3⅝ inches. Dial 4½ inches overall. Visible diameter 4 inches. Specifications for Herald-4: Overall diameter 6⅝ inches. Depth 3⅛ inches. Dial 4½ inches overall. Visible diameter 4 inches.

Authentic SETH THOMAS "The Finest Name in Clocks"

SPRING WOUND AND ELECTRIC WESTMINSTER CHIME CLOCKS

MEDBURY-4E

280C1. List $58.46

Self-Starting Electric Westminster Chime Movement

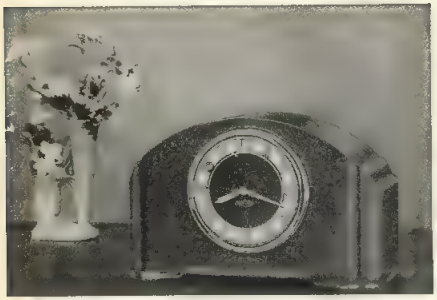
MEDBURY-4W

280C2. List $58.46

8-day Pendulum Westminster Chime Movement

Retail $47 50 Plus Tax

The gracefully sweeping lines of the famous tambour design are retained in this handsome Westminster chime clock. The cabinet is selected mahogany with overlaid front panel of distinctively grained rare wood. The die-cut numerals of the dial are in polished brass and appear against the mahogany case as a background. The hands and brass mask are also fully polished. Full quarter hour Westminster Chime. SPECIFICATIONS Height 9⅝ inches. Width 20 inches. Depth 5⅝ inches. Dial 5⅝ inches in diameter.



SIMSBURY-1E

280C3. List $70.76

Self-Starting Electric Westminster Chime Movement

SIMSBURY-1W

280C4. List $70.76

8-day Pendulum Westminster Chime Movement

Retail $57 50 Plus Tax

The Simsbury announces each quarter hour in full rich lingering tones. Its design reflects good taste and injects a note of up-to-dateness into any decorative scheme. The diagonally matched front veneers, the gracefully moulded ends and base all accentuate the well-proportioned appearance of the rich brown mahogany cabinet. The die-cut numerals are superimposed on a light ivory background and, with the hands and sash are in fully polished brass. SPECIFICATIONS Height 8⅝ inches. Width 14 inches. Depth 5¼ inches. Dial 5¾ inches in diameter.

HAMPSHIRE

HAMPSHIRE

280C7. List $350.96

Self-Starting Electric Westminster Chime Movement

Retail $295 00 Plus Tax

True craftsmanship binds expression in the design and construction of the Hampshire. Cabinet is of carefully rubbed genuine mahogany accented by distinctively grained panels in handsome crotch mahogany. Decorative scrolls with carved rosettes, pilliars and finial add to the well proportioned appearance and splendor of the whole clock. A touch of quaint charm is introduced in the dial by floral decorations in full color which appear against a background of light ivory. Roman numerals and serpentine hands are in black. SPECIFICATIONS: Height 25 inches. Width 17 inches. Depth 9 inches. Diameter of dial to outside of minute circle 8 inches.

LEGACY-2E

280C5. List $141.54

Self-Starting Electric Westminster Chime Movement

LEGACY-2W

280C6. List $141.54

8-day Pendulum Westminster Chime Movement

Retail $115.00 Plus Tax

Retains much of the dignity and charm of a famous clock created in the early 18th Century by an English master. The sides of the cabinet are in beautifully grained mahogany with door, top and base in scotch mahogany veneer. Silvered dial ring with Roman numerals etched and filled in black. Dial background is antique brass with highlighted center decorations and center in harmonizing design and color. Black serpentine hands. SPECIFICATIONS: Height (with handle extended) 14⅛ inches. Width 10⅝ inches. Depth 7¼ inches. Dial ring 8 inches in diameter.

Authentic SETH THOMAS

BECKEN

SPRING WOUND AND ELECTRIC HOUR AND HALF-HOUR STRIKE CLOCKS

SHARON-7E—Colonial Mahogany

281C1. List $52.30

SHARON-7E—Colonial Maple

281C2. List $52.30

Self-Starting Electric Strike Movement
Strikes hours and half-hours

SHARON-7W—Colonial Mahogany

281C3. List $52.30

SHARON-7W—Colonial Maple

281C4. List $52.30

8-day Pendulum Strike Movement
Strikes hours and half-hours
Retail $42.50 Plus Tax

Typifies the warmth and charm so frequently associated with Early American furnishings. Carefully finished in beautiful Colonial mahogany or maple on birch. Delicately tinted floral design appears on both the lower opaque panel and dial. Strikes the hours and half-hours. SPECIFICATIONS: Height 11⅛ inches. Width 9⅛ inches. Depth 4⅜ inches. Dial 5 inches.

PRESTON-1E

281C5. List $48.00

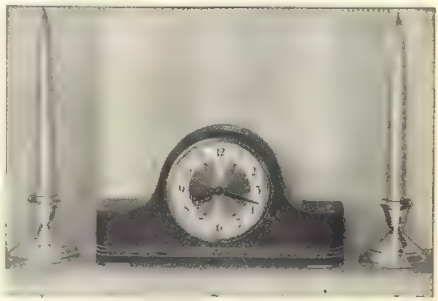
Self-Starting Electric Strike Movement
Announces hours and half-hours by rich chords on double rods

PRESTON-1W

281C6. List $48.00

8-day Pendulum Strike Movement
Announces hours and half-hours by rich chords on double rods
Retail $39.00 Plus Tax

A modernized version of the famous Empire upswept design and moderate in size. Correct for both conventional and modern settings. The distinctive lines of the mahogany cabinet are accented by veneers diagonally matched in the front and three graceful hardwood inlays which sound along the base and around the dial. Dark burnished brass figures on light, wood dial background will color in correct finished brass. Plates of distinctive design are of black. Sash and feet are in polished brass plate. SPECIFICATIONS: Height 8½ inches. Width 13⅝ inches. Depth 4¾ inches.



STAUNTON-2E

281C7. List $43.70

Self-Starting Electric Strike Movement
Announces hours and half-hours by rich chords on double rods

STAUNTON-2W

281C8. List $43.70

8-day Pendulum Strike Movement
Announces hours and half-hours by rich chords on double rods
Retail $35.50 Plus Tax

The Staunton will impress you by its pleasing symmetry and well balanced appearance. The natural beauty of richly finished wood is accented by the gracefully sweeping lines of the tambour design. Cabinet is mahogany with overlaid front panel simulating distinctively grained rare wood. Dial is in light ivory with numerals and hands in deep brown. Fully polished sash frames the dial. SPECIFICATIONS: Height 8⅛ inches. Width 17⅝ inches. Depth 4⅜ inches. Dial 5 inches in diameter.

LYNTON

281C9. List $33.84

Self-Starting Electric Strike Movement
Strikes hours and half-hours
Retail $27.50 Plus Tax

An unusually well proportioned striking clock retaining the graceful symmetrical lines of the tambour design yet especially suitable for narrow mantels, bookcases and shelves. A band of lighter wood along the base adds a pleasant contrast to the handsomely finished rich brown mahogany case. Bright brass frames the smart colored dial with its pleasing brown decorative motif. Hands and Arabic numerals are also in brown. SPECIFICATIONS: Height 8⅜ inches. Width 16⅝ inches. Depth 4 inches. Dial 5 inches in diameter.

"The Finest Name in Clocks"

BECKEN

Authentic SETH THOMAS

SPRING WOUND AND ELECTRIC BANJO AND ELECTRIC OCCASIONAL CLOCKS

BROOKFIELD

HOMESTEAD

282C1. BROOKFIELD-3E List $86.16

Self-Starting Electric Strike Movement

Announces hours and half-hours by rich chords on double rods

282C2. BROOKFIELD-3W List $86.16

8-day Pendulum Strike Movement

Announces hours and half-hours by rich chords on double rods

Retail $70.00, plus tax

An unusually harmonious combination of color characterizes the Brookfield. A bright gold mirrored effect delicately outlines the overall design of the panels. Subdued shades of old ivory, tan and brown complete the decorative pattern and harmonize with the rich brown mahogany case to reflect a feeling of warmth and cheer. The sash, rails and top ornament are fully polished brass. Silvered dial with black numerals. SPECIFICATIONS: Height 29 inches. Width 9¾ inches. Depth 3¾ inches. Dial 5⅜ inches.

282C3. HOMESTEAD. List $36.86

Self-Starting Electric Time Movement

Retail $29.95, plus tax

All of the fine characteristics of Simon Willard's first banjo clocks are retained in this charming reproduction. The Homestead is built for today's homes. It has a rich brown mahogany case enlivened by polished brass sash and side decorations in Colonial "Spool and Scroll" design. The light ivory panels have Colonial type geometric patterns in rich burgundy and bright gold. Black numerals and hands appear against light dial. SPECIFICATIONS. Height 24¾ inches. Width 6⅛ inches. Depth 2⅜ inches. Dial 4½ inches.

282C4. BUCKINGHAM. List $24.56

Self-Starting Electric Time Movement

Retail $19.95, plus tax

This design reflects the influence of old world artistry. While the Buckingham is a period type clock its use in a wide variety of settings injects a note of richness and splendor. Fine for the desk too. Suggested also for use on either wall or corner brackets. Cabinet of selected solid mahogany. The dial is in etched brass with appropriate highlighted ornamental design. Numeral ring is white with Roman numerals and decorations in black. Polished brass handle and black serpentine hands. SPECIFICATIONS. Height (with handle extended) 7⅞ inches. Width 5⅝ inches. Depth 2⅜ inches. Dial 3⅝ inches square.

282C5. BAXTER-2E (Brown Mahogany) List... $24.56

282C6. BAXTER-3E (Blond Mahogany) List . . 24.56

Retail $19.95, plus tax

A sleek modern clock of unusual character and versatility. Ideal for cabinet, desk, table or narrow mantel. The rich brown mahogany case of the Baxter-2E is enhanced by judicious use of highly polished brass sidepieces, sash and base. Baxter-3E was developed especially for smart modern furnishings in light woods. It has blond mahogany case with trim in polished brass. The dials of both models have embossed rectangular centers in light ivory with surrounding mat finished silver background. Numerals, as well as hour and minute hands, are in black. SPECIFICATIONS: Height 4⅜ inches. Width 8⅛ inches. Depth 2¼ inches. Dial 6⅛x2¼ inches.

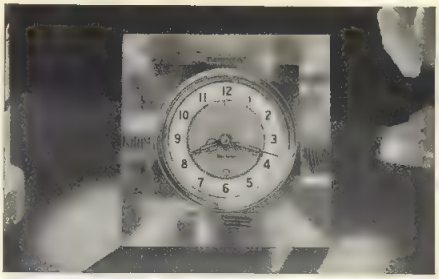
"The Finest Name in Clocks"

BECKEN

Authentic

SETH THOMAS

OCCASIONAL CLOCKS FOR DESK, BOUDOIR OR TABLE



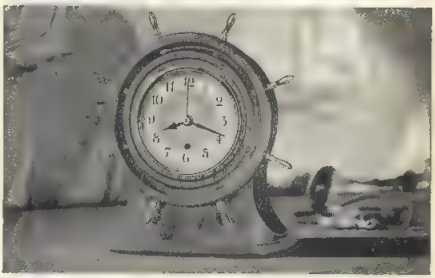
283C1. LUSTRE List **$22.76**

Self-Starting Electric Time Movement

RETAIL $18.50 PLUS TAX

The Lustre—a fascinating modern creation with crystal-clear plastic case—prism cut like a sparkling precious gem. It is further embellished by a smartly designed silver dial with etched decorative background in harmony with its modern lines. Numerals, as well as hour and minute hands, are black, and appear against a white numeral track. Sash and sweep second hand are finished in lustrous silver.

Specifications: Height 5 7/8 inches. Width 5 7/8 inches. Depth 3 1/8 inches. Dial 3 1/4 inches in diameter.



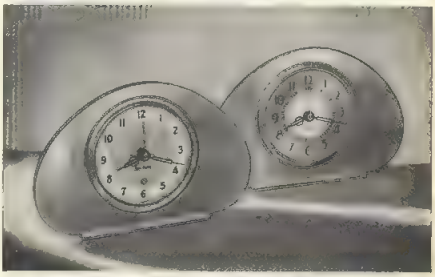
283C2. CAPSTAN 3E. List **$17.84**

Self-Starting Electric Time Movement

RETAIL $14.50 PLUS TAX

A delightfully decorative clock with a nautical air—reminiscent of the sea—yet suitable for any setting. Handrubbed "honey-tone" solid mahogany case and wheel accentuated by polished brass spokes and sash. The distinctive dial has background of brushed brass with decorative design in dull brass color. The numerals, also hour and minute hands are in dark green.

Specifications: Height 8 inches. Width 7 inches. Depth 2 1/2 inches. Dial 3 1/8 inches in diameter.



283C3. SEQUIN (Peach Mirror). List. **$15.38**

Self-Starting Electric Time Movement

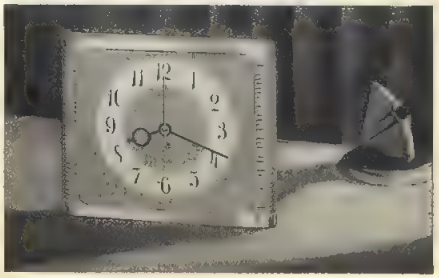
283C4. SEQUIN (Blue Mirror). List. **$15.38**

Self-Starting Electric Time Movement

RETAIL $12.50 PLUS TAX

The Sequin—bright, cheery and smart—will appeal instantly to anyone desiring a moderately priced decorative clock with beauty and charm. Available now with mirror glass front in a delicate peach or rich blue color. Sequin (peach mirror) has dial in brushed copper with black hour and minute hands. The sash, sweep second hand and base are in polished brass. The smartly designed silver dial of the Sequin (blue mirror) has etched decorative background with black numerals appearing against a white numeral track. Sash and base are in bright chromium finish.

Specifications: Height 4 5/8 inches. Width 7 1/8 inches. Depth 3 inches. Dial 3 1/4 inches in diameter.



283C5. YUKON-3E. List **$11.02**

Self-Starting Electric Time Movement

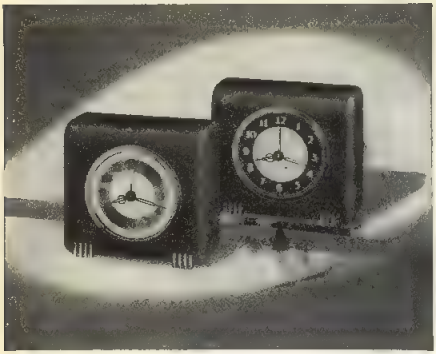
RETAIL $8.95 PLUS TAX

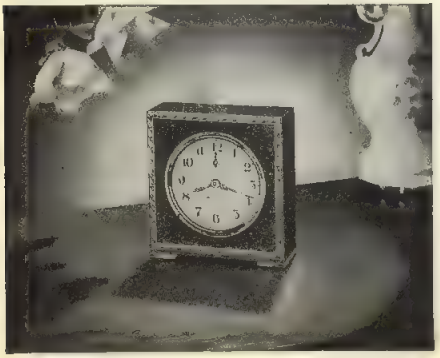
Here is an adaptable mantelpiece that will add a touch of refinement and splendor to any setting. Ideal for gifts. The rectangular frame with fluted sides is in bright brass finish. The dial has a paneled background in dull gold color with circular cream numeral track. The numerals, also hour and minute hands are black.

Specifications: Height 5 1/8 inches. Width 6 1/8 inches. Depth 2 3/4 inches. Dial ring 4 inches in diameter.

"*The Finest Name in Clocks*"

PRICES SUBJECT TO CHANGE WITHOUT NOTICE





Authentic

SETH THOMAS

BEAUTIFULLY CASED ELECTRIC AND 30-HOUR SPRING-WOUND ALARM CLOCKS

284C1. ECHO-3E (Plain Dial). List.....**$11.02**
Self-Starting Electric Alarm Movement
RETAIL $8.95 PLUS TAX

284C2. ECHO-3E (Luminous Dial). List.....**$12.24**
Self-Starting Electric Alarm Movement
RETAIL $9.95 PLUS TAX

An unusually versatile model which combines the beauty and quality of an occasional clock with the utility of a mellow-tone alarm movement. Suitable for cabinet, table, desk or boudoir. Case has cabinet construction of genuine walnut with ends in solid mahogany. Plain dial is in light ivory with black numerals on gold colored background. Numerals on the luminous model are against a rich brown background with ivory center. Brass sash and solid brass feet are fully polished. Alarm set dial is at back and current interruption indicator is set by tilting clock backward.

Specifications: Height 5⅞ inches. Width 5⅝ inches. Depth 2⅛ inches. Dial 3¼ inches in diameter

284C3. DEFT 3 (Plain Dial). List.....**$11.02**
30-Hour Alarm Movement
RETAIL $8.95 PLUS TAX

284C4. DEFT-3 (Luminous Dial) List.....**$12.24**
30-Hour Alarm Movement
RETAIL $9.95 PLUS TAX

A truly beautiful alarm clock in solid mahogany case. Plain dial model has legible black numerals outlined in lustrous silver on mat background. Deft-3 (Luminous) has luminous hands and numerals against a grey silver dial. Brass sash and brass colored base are fully polished. Both models have lever at back to adjust alarm tone to loud or soft

Specifications: Height 3¾ inches. Width 4⅜ inches. Depth 1⅝ inches. Dia. 2⅜ inches in diameter

284C5. SEVERN (Plain Dial). List.....**$12.24**
30-Hour Alarm Movement
RETAIL $9.95 PLUS TAX

A charming period alarm clock in beautifully grained rich brown mahogany case. Polished brass decorative trim together with sash and feet add to its richness and splendor. Dial is white with brown numerals. The brass hands are of appropriate design. Has lever at back to adjust alarm tone to soft or loud

Specifications: Height 3⅞ inches. Width 3⅝ inches. Depth 2 inches. Dia. 2⅜ inches in diameter

"The Finest Name in Clocks"

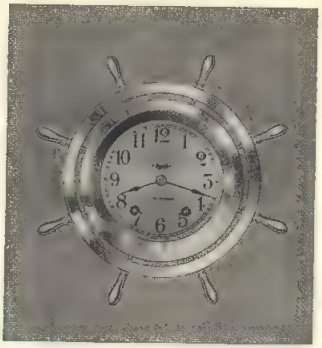
Authentic SETH THOMAS

BECKEN

SHIP'S BELL STRIKING MANTEL CLOCKS AND FINE SHIP'S BELL CLOCKS AND BAROMETERS

285C1. Regatta 3. List $227.68
Ship's Bell Clock-Barometer Combination
Retail $185.00 Plus Tax on Clock Only

The pride of all mariners whether seafaring is a vocation or an avocation. An excellent gift and presentation piece. Barometer—highest grade compensated type. Has knob on front for easy, dry resetting guide hand. Clock has polished cast brass case with bezel type wheel bezel. 4-inch silvered metal dial. Calendar. Fitted with 11-jeweled precision made 8-day movement that strikes the ship's bells. Both units are mounted on a sturdy base of hand rubbed solid mahogany with brass moulding in bright polished brass. **Can be supplied in chrome plate at extra charge.** Specifications: Height 8½ inches. Width 18⅝ inches. Depth of base 2⅝ inches.

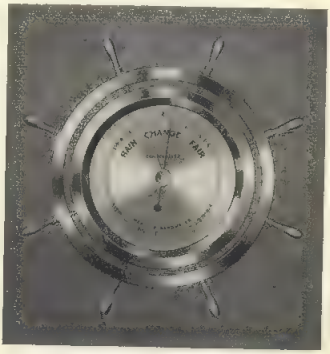


285C3 Ship's Bell 4 (Wheel). List..... $123.08
8-Day, 11-Jeweled Ship's Bell Strike Movement
Retail $100.00, Plus Tax

A genuine ship's bell clock. Has fully polished cast brass case with screw type moisture-proof bezel. Back flange is drilled for attaching clock to panel or wall. Silverplated dial is etched and numerals are filled in black. Precision made 11-jeweled movement with temperature compensated escapement and Breguet type hairspring. To make a handsome clock-barometer combination order matching Herald-3 barometer 285C4. **Can be supplied in chrome plate at extra charge.** Specifications: Overall diameter 8⅝ inches. Depth 3⅝ inches. Dial 4½ inches overall. Visible diameter 4 inches.

285C2. Mayflower 3. List $141.54
8-Day, 11-Jeweled Ship's Bell Strike Movement
Retail $115.00 Plus Tax

There's a distinctive note of cheer, luxury and nautical charm about the Mayflower. It's a genuine ship's bell clock with brass base moulding and cast brass case—both fully polished. The clock is supported by base in rich brown solid mahogany. Silvered metal dial has numerals etched in black. Movement is precision made, 11-jeweled type with temperature compensated escapement and Breguet hairspring. **Can be supplied in chrome plate at extra charge.** Specifications: Height 8½ inches. Width 10½ inches. Depth 3½ inches overall. Depth of base 2⅞ inches. Dial 4 inches in diameter.



285C4. Herald 3 (Wheel). List $92.30
Matches in Appearance Ship's Bell 4 with Wheel Bezel, #285C3
Retail $75.00, No Federo Tax

285C5 Herald 4 (Plain). List $86.16
Matches in Appearance Ship's Bell 4 with Plain Bezel, #286C1
Retail $70.00, No Federal Tax

A precision instrument of domestic manufacture that permits scientific forecasting of the weather. The Herald is a genuine sea going barometer with movement having device to compensate for temperature variations. It is the unqualified choice of many marines. Has manually operated set hand with knob extending through glass to outside so that deflection of indicator within a given period can be noted. Silvered metal dial. Polished cast brass case with screw type bezel. **Can be supplied in chrome plate at extra charge.** Specifications for Herald-3: Overall diameter 8⅝ inches. Depth 3⅝ inches. Dial 4½ inches overall. Visible diameter 4 inches. Specifications for Herald-4: Overall diameter 6⅝ inches. Depth 3⅛ inches. Dial 4½ inches overall. Visible diameter 4 inches.

BECKEN

Authentic SETH THOMAS

FINE SHIP'S BELL STRIKE AND ACCURATE FINE LEVER MARINE CLOCKS

286C1 Ship's Bell 4 (Plain). List. $116.92

8-Day, 11-Jeweled Ship's Bell Strike Movement

Retail $95.00, Plus Tax

Strikes the ship's bells. Has fully polished cast brass case with screw type moisture-proof bezel. The back flange is drilled for attaching clock to panel or wall. Etched silverplated dial with numerals filled in black. Movement is precision made, 11-jeweled type with temperature compensated escapement and Breguet hairspring. To make a handsome chess-barometer combination order matching Herald 4 barometer 285C4. Can be supplied in chrome plate at extra charge. Specifications: Overall diameter 5⅝ inches. Depth 3⅛ inches. Dial 4½ inches. Visible diameter 4 inches.

286C2. Ship's Bell 6. List $123.08

Retail $100.00, Plus Tax

Same movement as above but with larger case. Specifications: Overall diameter 7⅛ inches. Depth 3⅝ inches. Dial 6 inches overall. Visible diameter 6⅛ inches.

286C3. Corsair 8. List $116.92

8-Day, 11-Jeweled Lever Time Movement

Retail $95.00, Plus Tax

Essentially a marine clock, but because of its high precision and sturdy construction is used in many other applications. The case is fully polished cast brass having hinged bezel and is equipped with stainless steel locking pin. Silvered metal dial has etched numerals filled in black. Note the sweep second hand. The 11-jeweled fine lever movement has match cut wheels and pinions, non-magnetic Breguet type hairspring and temperature compensated escapement. The back flange is drilled for attaching clock to panel or wall. Specifications: Overall diameter 10⅝ inches. Depth 3 inches. Dial 8½ inches overall. Visible diameter 8 inches.

286C4 Corsair 6.

List $86.16

8-Day, 11-Jeweled Time Movement

Retail $70.00, Plus Tax

Has fully polished cast brass case and screw type moisture-proof bezel. The back flange is drilled for attaching to panel or wall. The dial is silverplated and the etched numerals are filled in black. Overall diameter of dial 6 inches, visible diameter 5½ inches. The 11-jeweled fine lever movement has machine cut wheels and pinions, non-magnetic Breguet type hairspring and compensated escapement. Note the sweep second hand. Diameter of case 7⅛ inches.

286C5 Engine Lever

List $43.08

8-Day Lever Time Movement

Retail $35.00, Plus Tax

An unusually durable marine clock with 8-day lever time movement. Case is of black bakelite with hinged bezel of polished brass with gasket and positive thumbscrew fastener. Back flange is drilled for attaching to panel or wall. 5½ in silverplated dial. Case 6 3/4 in. over all.

KITCHEN AND DECORATIVE WALL CLOCKS

286C6 Hitt. List $4.86

Self-Starting Electric Time Movement Kitchen Clock

Retail $3.95 Plus Tax

Trim—smart adaptable, the "Hitt" adds a note of up-to-dateness to any kitchen setting. The well-proportioned molded case can be supplied in white, ivory or red. A bright metal rim frames the legible dial. The hands and numerals are in black. Note the current interruption indicator. Specifications: Height 6¼ inches. Width 8⅝ inches. Depth 3⅛ inches. Dial 5 inches square.

SETH THOMAS ELECTRIC TIME CLOCK

286C7. Plaza-2E (Genuine Walnut) $56.42
286C8. Plaza-2E (Blond Birch) 56.42

Self-Starting Electric Time Movement

Retail $45.85, Plus Tax

Exemplifies the best in modern design. The solid case has beveled edge and the center curves gracefully outward in a partial sphere. Surrounding the raised center is a flat area on which semi-circular raised metal hour markers in rich gold color are superimposed to produce a rare blending of color. The hands, also in gold color, conform to the contour of the case.

Diameter to outside of hour markers 11 19/32 inches. Overall diameter 13¼ inches. Thickness from top of center 2⅝ inches. Thickness of base ¾ inch.

Seth Thomas Electric Wall Clocks for Commercial Use

BECKEN

SETH THOMAS ELECTRIC TIME CLOCK

287C1. Manager bronze finish $14.70
Retail $11.95 plus tax

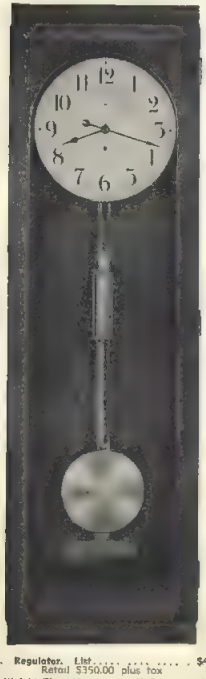
287C2. Manager chrome finish 18.40
Retail $14.95 plus tax

Durable metal case. Choice of two finishes, bright chrome or modern bronze. Convex lens glass provides greater visibility. Overall diameter 15 in. Dial 12⅜ in.

CHRONO-LITE-12

287C3. With Gas Tube Illuminated Dial. List $60.92
Retail $49.50 plus tax

An unusually attractive and distinctive commercial wall clock with an illuminated dial. Ideal for use in windows, in the offices of railroad stations, factories, etc.—or wherever time should be visible both day and night, either for the convenience of the public or as an attraction to induce people to examine other articles on display. It's ideal as a centerpiece for most any type of window display. A gas tube battery the dial and blends to bright green light making the time visible at a great distance. Convex glass protects the curved dial and increases legibility. Numerals, as well as hour, minute and sweep second hands are white and appear in bright reflected light against a dark background. Case has bright chromium plated outer rim with back portion in pleasing bronze color. Self-starting electric time movement. Specifications: Overall diameter 15 inches. Depth 6 inches. Dial 12⅛ inches overall.



287C4. Regulator. List $430.76
Retail $350.00 plus tax

8-Day Weight Time Movement—60 Beats per Minute

Available in quartered oak case. Features of movement include, reserve power, beat adjuster, jeweled pallets polished cut steel pinions, polished keystone shaped plates, and it is mounted on a heavy cast iron bracket. 12-inch white enameled dial with black numerals. Height, 60 inches. Width, 18 inches.

Seth Thomas High Precision Weight Regulators and 8-Day Pendulum Commercial Clock

287C5. Seth Thomas Observer. List $46.16
Retail $37.50 plus tax

8-Day Pendulum Time Movement

Modern designed quartered oak case and rugged construction throughout. 8-day pendulum time movement. Has 11¾ inch white dial with legible numerals and hands. Height 26½ inches. Width 13⅝ inches.

287C6. Regulator. List $135.38
Retail $110.00 plus tax

8-Day Weight Time Movement—80 Beats per Minute

A precision clock at a moderate price. Quartered oak veneered case. Legible 12-inch white enameled dial with seconds hand as illustrated. Movement has reserve power to bridge interruption while winding. Height, 35½ inches. Width, 15½ inches.

ALARM CLOCK MODELS

AIRLUX

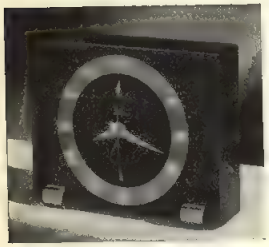
288C1. List .. **$30.00**
Retail Price $25.00,
Plus Tax

The case of this handsome bell-alarm is metal over plastic. Dial 1½ in. cream white metal. Numerical hand 4½ in. metal, gold color etched and filled. Gold color hands. Height 4¾ in., width 6½ in., depth 2¾ in.

SPORTSMAN

288C2. List .. **$23.94**
Retail $19.95,
Plus Tax

Attractive case marbled by natural mineral deposits in richly colored, irregular veinings. Beautiful easy to read, highly polished gold-colored metal numeral band with large Roman numerals etched and filled. Stylish gold colored hands. Easel back. Bell alarm. Height 5¼ in., width 5⅝ in., depth 1¾ in., dial 3½ in.



AIRLUX MAHOGANY

288C3 List .. **$19.44**
Retail Price $14.95,
Plus Tax

The case of this handsome bell-alarm is hand rubbed brown mahogany. 3½ in. metal dial with brown grained mahogany background and gold color dots. 1½ in. gold color metal numeral band etched and filled. Gold color hands and dots. Height 5⅝ in., width 6½ in., depth 3⅛ in.

CORONADO

288C4. List . **$16.24**
Retail $12.50
Plus Tax

Mahogany finished wood case. Gilt bezel and hands. Brown numerals on white dial. Bell alarm. Height 4⅝ in., width 7¼ in., depth 3⅛ in., dial 3 in.

EMBASSY

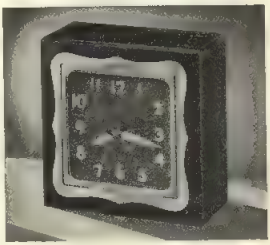
288C5 List . .**$12.94**
Retail $9.95 Plus Tax

Maple finished wood case—5⅛ in. high, 5½ in. wide, 3 in. deep. 3¾ in. dial dark cream center brown chapter on a light ivory numerical band. Gold color bezel and hands. Bell alarm.

KIRKWOOD

288C6. List . **$11.64**
Retail $8.95,
Plus Tax

Mahogany finished case, gilt bezel, brown dial with luminous hands and numerals. Height 4¾ in., width 4¾ in., depth 3 in., dial 3 in.



COLONNADE

288C7 List .. .**$10.34**
Retail $7.95,
Plus Tax

Rich mahogany case, with Grecian type fluting on frontal edges. Bright clear dial with brown numerals on ivory background. Buzzer alarm with control-a-tone. Height 4⅝ in., width 4⅝ in., depth 3 in., dial 3 in.

NOCTURNE

288C8. List .. **$9.04**
Retail $6.95,
Plus Tax

Ivory colored plastic case, wide polished brass bezel. Luminous hands and numerals. Bell alarm. Height 4½ in., width 4⅝ in., depth 3 in., dial 3⅞ in.

Imported Wood Puzzles

Exemplifying to [illegible] degree the skill of the world's finest woodcarvers, these wood puzzles offer [illegible] pleasant occupation [illegible] the [illegible] to put them together, take them apart, [illegible] However, they also [illegible] and after you have solved the [illegible] they make [illegible] decorative [illegible] ornaments. They are made entirely of wood, the pieces carefully cut and accurately fitted together. The illustrations indicate how really modern and up to date the puzzles are. Various woods are used and matched with great skill.

No. 3875 Gondar [illegible] Postpaid **10c**

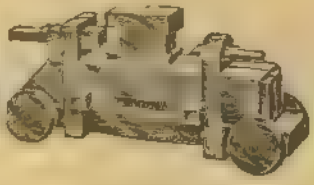
No. 3886 House Price Postpaid **25c**

No. 3904. Streetcar. Price Postpaid . . **30c**

No. 3885. Motorcycle & Sidecar Price Postpaid **30c**

Brain Busters

No. 3902 Dragonfly. Price Postpaid . **15c**



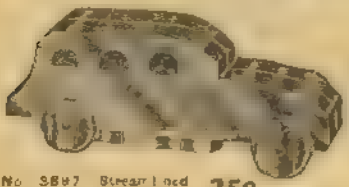
No. 3889. Armored Car Price Postpaid . . **45c**

No. 3886 Butterfly Puzzle Postpaid . . **15c**

Plastic Jet Püzzle Plane Key Chain

As it was the jet plane, [illegible] a mystery [illegible] Take [illegible] Shape [illegible] Make plane [illegible] take it apart and put it together! Beaded key chain & clasp. No 4359 Price **25c**

No. 3892. Lion. Price Postpaid **20c**



No. 3887 Streamlined Car. Price Postpaid . **25c**

No. 3888 Bats in Belfry. Price Postpaid. **25c**

No. 3899. Four Wheel [illegible] Price Postpaid **45c**

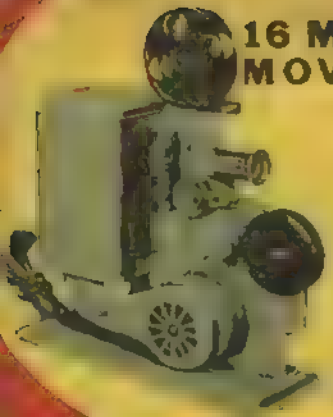
3 DIMENSION HAND MADE PUZZLES

No. 3900 Jinrikisha. Price Postpaid **35c**

Furniture Puzzle & Set

A number of pieces of wood dovetail into each other, forming almost a solid block that often causes quite a bit of amusement. When taken apart you have a set of [illegible] No 3648 Furniture Puzzle. Price Postpaid **35c**

16 MM. MOVIE PROJECTORS



LOW PRICED MOTOR DRIVEN MODEL

[illegible] standing movie machine having [illegible] steel construction [illegible] and heavy weight. A [illegible] up to 200 feet of [illegible] reel [illegible] motor drives [illegible] machine [illegible] light [illegible] projection [illegible] greatly [illegible] image [illegible] lens. Except [illegible] motor [illegible] the [illegible] by speed [illegible] sub-speeds [illegible] with [illegible] supplied with [illegible]

No 6023 Electric Motor Driven Projector Each Postpaid $11.95

"Home Theatre" KEYSTONE PROJECTOR

Precision, Professional-Like Movies at Home!

- 750 Watt Lamp
- 300-Watt Lamp
- 115 Volt 50 Cycle AC Motor
- Forced Draft Ventilation
- Efficient Condenser Lens System
- Double Blade Barrel Shutter
- Start to Finish Rewind
- Manual Framer Simplified Threading
- Over 400-Foot Film Capacity

Make Money by Having Your Own Theatre at Home!

[illegible] the [illegible] and [illegible] of the [illegible] and [illegible] Here [illegible] case [illegible] with [illegible] the [illegible] and [illegible] [illegible] [illegible] Event [illegible] [illegible] a month [illegible] [illegible] the [illegible] [illegible] The [illegible] ground [illegible] [illegible] pictures. We [illegible] Wonderful [illegible] [illegible]

No 6024 Keystone Moviegraph Projector Price Postpaid $33.95

Let These Thrilling Pictures Come to Life in Your Home!

Outstanding 16 mm. Movie Pictures That Will Thrill You Time After Time!

We have selected [illegible] the most popular [illegible] [illegible] for [illegible] the [illegible] [illegible] [illegible]

Traditional Quality

FURS

from Fifth Avenue

by Bennett Brothers, Inc.

Natural Wild Mink Coats

		Suggested Retail
200F-240000	36" Length	$3150.00
201F-260000	40" Length	3400.00
202F-282500	45" Length	3850.00

Natural Ranch Mink Coats

203F-175800	36" Length	$2295.00
204F-195000	40" Length	2550.00
205F-235000	45" Length	3100.00

Aristocratic Mink—a precious addition to Milady's wardrobe. Gorgeous let-out pelts in the rich light brown wild mink or the luscious dark brown ranch mink. Styled by eminent designers. Full four-flared back, small shawl collar (illustrated), latest sleeves. Length 36 to 45 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional.

Traditional Quality

To Our Trade—

The TREMENDOUS PRICE REDUCTIONS on Furs of all kinds by BENNETT BROTHERS this year represent the greatest price reductions offered in many years. This is the opportunity thousands of customers have been waiting for.

There is no guarantee as to how long these prices will be available.

May we suggest that you send in your orders now—or as soon as possible—with your instructions for immediate or future delivery—as wanted. DON'T WAIT UNTIL THE LAST MINUTE.

These big price reductions have been accomplished without any sacrifice of the high standard of BENNETT BROTHERS QUALITY FURS.

Our Motto is "ALWAYS BETTER AND BETTER AT BENNETT BROTHERS"

Bennett Brothers, well known as distributors of Quality Merchandise for many years, bring to their trade a dependable source of supply on furs of all kinds.

This catalog is of great assistance in making many additional sales that you would not otherwise make

The furs shown here have been carefully selected from hundreds of new styles and qualities and represent the best types and kinds most salable during the current season.

If this catalog does not show the Style, the Fur, or the Quality of Fur that you desire, we will be pleased to take a special order. Send us a description or a clipping of the style, the kind of fur, the approximate price range, and size. Upon receipt of this information our buyers will promptly inform you the exact net cost.

We will gladly send samples on four day approval to well-rated firms for comparison and selection. Special orders will have our prompt and careful attention.

Bennett Brothers guarantee is your protection.

GUARANTEE: *All furs sold by Bennett Brothers are guaranteed to be exactly as represented. Should any coat prove otherwise, it may be returned if in original condition and with seals unbroken for full credit within a period of four days after date of invoice.*

These seals in no way affect the trying on or inspection of the garment.

Be sure to Specify the Exact Coat Size (allowing size larger than regular dress size) e.g. should customer wear a size 16 dress, order a size 18 coat. Sizes 38-44—10% additional. On extra size Coats (Price not quoted here) write for Special Prices.

Delivery: Allow four to ten days for shipments to be made.

Styles and Prices Subject to Change Without Notice.

NOTICE—All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices and do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Page 419 for Trade Information.

All Retail Sales of Furs or Purchase of Furs without purpose of reselling are subject to Federal Excise Tax of 20% of the selling price.

Blended "Let-Out" China Mink Coat

		Suggested Retail
206F-71500	40" Length	$ 988.00
207F-77500	45" Length	1025.00

Beautiful furred skins of luxurious Oriental Mink fashioned in the latest style and blended to look like fine Wild or Ranch Mink. Available as pictured or cuffed sleeves. Full flared back. Lengths quoted above Sizes 12 to 20. Sizes 38 to 44—10% additional

Traditional Quality

Black Persian Lamb Coat

		Suggested Retail
208F-38330	Fine Quality	$500.00
209F-58800	Superb Quality	765.00

Tight lustrous, prime selected pelts. Black Persian is a handsome fur for both dress and general wear. Small tunnel collar, cuffed sleeves and full flared back. Length 40 to 42 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional

Cocoa Dyed Ermine Coat

		Suggested Retail
214F-80000	40" Length . . .	$1075.00
215F-84500	45" Length. .	[illegible].00

Highly attractive lightweight coat suited for Southern and California climates. Only center backs of choice Ermine skins are used in fashioning this beautiful coat. Sizes 12 to 20.

Traditional Quality

Sheared Canadian Beaver Coat

		Suggested Retail
210F-48750	5 Stripe Coat 42" Length... . .	$ 637.50
211F-58800	7 Stripe Coat 42" Length.....	765.00
212F-68250	9 Stripe Coat 42" Length.....	895.00
213F-78000	11 Stripe Coat 42" Length.....	1025.00

The illustration shows a 9 stripe Canadian Beaver Coat. Beaver is noted for its soft, silky, two-toned beauty and excellent wearing qualities. One of the most popular of all furs—an all-occasion coat. Full four-flared back, small collar, cuffed sleeves. 45" length 10% additional. Sizes 12 to 20.

Natural Gray Persian Lamb Coat

		Suggested Retail
216F-42800	Fine Quality	$580.00
217F-58500	Superb Quality	789.00

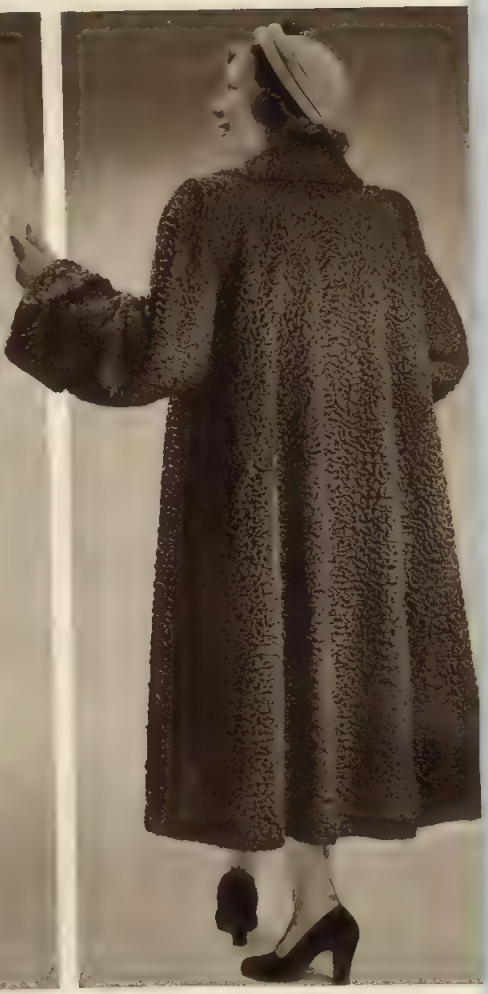
This 40-inch coat is an exceptionally fine style for the young woman. Featuring a full four-flared back and cuffed sleeves. Collar available as illustrated or any type you may select. Sizes 12 to 20 Sizes 38 to 44—10% additional.

Traditional Quality

Dyed Safari Brown Alaska Seal Coat

		Suggested Retail
218F-64500	40" Length	$ 845.00
219F-77500	42-45" Length	1025.00

This beautiful Sealskin coat is fashioned from fine U. S. Government selected pelts. Sealskin is an all-round fur, adaptable to all occasions and all ages Available with collar as illustrated or any of the newly styled collars, full flared back and cuffed sleeves. Lengths—see quotations above. Sizes 12 to 20. Sizes 38 to 44—10% additional.



Natural Sheared Raccoon Coat

		Suggested Retail
220F-32500	40" Length	$425.00
221F-35790	45" Length	489.00

Warmth on the coldest day plus beauty and elegance in this sheared raccoon, combined with its excellent wearing qualities make it a "must" in your wardrobe. Natural brown color. Exquisitely styled. A grand coat for all occasions. Full flared back, small shawl collar and cuffed sleeves. Length—see quotations above. Sizes 12 to 20.

Traditional Quality

Black Persian Lamb Coat

		Suggested Retail
222F-42250	Fine Quality	$359.00
223F-68250	Superb Quality	895.00

Gorgeous Coats—selected pelts. Tight lustrous curls give a subtle pattern interest. Full four-flared back and cuffed sleeves. Illustration shows a small notched collar; also available with any collar shown in this catalog (specify). Lengths 42" to 45". Sizes 12 to 20. Sizes 38 to 44—10% additional.

Natural Gray Persian Lamb Coat

Suggested Retail

224F-45500 Fine Quality. \$595.00

225F-72500 Superb Quality..... 950.00

Beautiful Natural Gray Persian Lamb coats—expertly matched pelts chosen for luster and wearing qualities. Full four-flared back, cuffed sleeves, small tunnel collar (illustrated) but you may specify any type of collar desired. Lengths 42 to 45 inches. Sizes 12 to 20.

Traditional Quality

Blended China Mink Coat

Suggested Retail

226F-46900. ..... \$625.00

This beautiful Oriental Mink Coat is very satisfactory as an all purpose coat. An ideal lightweight coat. Full flared back, full turned back cuff sleeves. Lengths—40 to 45 inches (specify). Sizes 12 to 20

Dyed Silverblue "Let-Out" Muskrat Coat

	Suggested Retail
227F-48750	$849.00

Beautiful muskrat blended to simulate Natural Mutation Mink. The fine "let-out" workmanship is one of the outstanding features. Full four-flared back with full cuffed sleeves. Length 40 to 45 inches. Sizes 12 to 20. Available with any collar shown on other pages.

Traditional Quality

"Let-Out" Northern Muskrat Coat

		Suggested Retail
228F-42250	40" Length	$559.00
229F-44900	45" Length	589.00

The same meticulous craftsmanship in making a mink coat is used in creating this marvelous "let-out" coat. Modern blending—expert matching. Full four-flared back, full cuffed sleeves, small roll collar. Choice of mink or sable shade. Sizes 12 to 20. Sizes 38 to 44—10% additional

Northern Back Muskrat Coat

		Suggested Retail
230F-23400	40" Length	$300.00
231F-24500	42-45" Length	339.00

Noted for durability and warmth. Made of the center backs only of high quality Northern Muskrats. This garment is one of the most attractive because of its beautiful styling and blending—simulates mink or sable. Choice of Arctic Mink, dark Mink or Sable shades. Lengths 40, 42 to 45 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional.

Traditional Quality

Mutation Dyed Muskrat Coat

		Suggested Retail
232F-21450		$299.00

Made of high quality soft silky flanks of Northern Muskrats. The beautiful light gray coloring simulates the Mutation Mink. Full flared back, collar can be worn as illustrated up or down. Full cuffed sleeves. Length 40 to 44 inches. Sizes 12 to 20.

Southern Back Muskrat Coat

Suggested Retail

233F-20800..... $379.00

This beautiful coat contains only deep-furred center backs of fine quality Southern Muskrats. Outstanding value. A very durable fur with the latest styling. Illustration shows a small notched collar, full cuffed sleeves and four flared back. Also available with a notched tunnel collar. Length 40 to 45 inches. Sizes 12 to 20. Choice of mink or sable blend.

Traditional Quality

Natural Ombre Muskrat Coat

Suggested Retail

234F-22800..... $300.00

Fine natural muskrats are used in making this coat. Light brown color darkening to the hemline. 40" coat illustrated may be worn with or without the belt. Also available in 45" length with full flared back. Buttons easily removed if not desired. Sizes 12 to 20.

Two Row Marmot Coat

Suggested Retail

235F-17500 . . . . . $229.00

Fine quality blue blended Marmot skins are used in fashioning this smart coat. Exceptional value, exquisitely styled. Small roll shawl collar, full flared back and cuffed sleeves. Length 40 to 45". Sizes 12 to 20

"Let-Out" Marmot Coat

Suggested Retail

236F-23500 . . . . . $339.00

Styled as above but "Let-Out" like a mink coat which eliminates all cross seams.

Traditional Quality

Natural Belly Muskrat Coat

Suggested Retail

237F-19500 . . . . . $329.00

Expertly tailored from the bellies of fine quality Southern Muskrats. Lightweight and well-wearing fur in its natural beauty. Full four-flared back, small notched collar, full cuffed sleeves. Length 40 to 44 inches. Sizes 12 to 20.

Traditional Quality

Mink Dyed Russian Squirrel Coat

		Suggested Retail
238F-35750	40" Length	$467.50
239F-38350	45" Length . .	500.00

A rich looking coat of soft, silky luxurious squirrel. Dyed in light wild mink shade or dark brown forest mink shade. Full flared back, cuffed sleeves and choice of any collar shown in catalog. Also available without bottom border. Sizes 12 to 20. Sizes 38 to 44—10% additional

Black Persian Paw Coat (Simula Broadtail)

Suggested Retail

240F-17800 . . . . . $229.00

An attractive coat of lustrous and fine wearing Persian Paw. Expertly matched to simulate fine Russian Broadtail. Styled with a four-flared back, bell sleeves and small collar. Lengths 40 to 45 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional

241F-14980 **Suggested Retail $195.00**
Same as above in less expensive quality

Dyed Russian Weasel (Peschaniki)

242F-18250 . Suggested Retail $239.00

Smooth soft silky fur expertly blended to simulate Natural Mink. One of the most beautiful and attractive creations of the year. A smart coat that will give good service. Collar may be worn standing (as illustrated) or down. Full cuffed sleeves. Lengths 40" to 45" (Specify). Sizes 12 to 20.

+ NOTICE—*All prices quoted in this catalog are either the Manufacturer's or Bennett's Suggested Retail prices* **and do not include the Federal Excise Tax.** *They are not the prices at which Bennett Brothers sell.*—*See Page 419 for Trade Information.*

Furs Are Subject to a 20% Federal Excise Tax.

Lemonwood Bow Archery Set Only $3.50

3½-Ft. Powerful Bow and True-Flight Arrows—Hard Hitting

Complete archery set for ages 10 to 16, genuine LEMONWOOD BOW [illegible] type, lacquered and rubbed. 3 ft. bow. Four 18 in. cedar arrows with tip points. Ground for aim. Shooting tab and arm guard. 10x10 in. target face, handbook. Hard hitting accurate set.

No. 6265. LEMONWOOD BOW ARCHERY SET. Price Postpaid **$3.50**

Bullet Arrowheads

Bullet [illegible] arrowheads [illegible] shaft [illegible] for [illegible] arrows for target and hunting. Make your own arrows [illegible] 6 for 35c)

No. 6214. Each Postpaid . . . **10c**

ARCHERY HANDBOOK How to shoot, [illegible] to clubs, tournaments, etc. Every archery and bow [illegible] Become [illegible] Learn proper form [illegible]

No. 1065. Price Postpaid . . . **15c**

TARGET FACES Consist of a 30" [illegible] target face on [illegible] [illegible] of cloth.

No. 6239. 18" Diameter Target Faces. Price Postpaid **95c**

No. 6239. 30" Diameter Target Faces Postpaid . . . **$1.95**

FINGER GUARDS Oiled leather finger guards protect fingers. Increase accuracy

No. 6231 Finger Guards . . . **20c**

BOWSTRINGS Made of flax [illegible] tapered. Well made and finished. Very durable

No. 6224. Bowstrings . . . **35c**

Arrow & Spear Head

Make your own hunting spears and arrows. Fine for spear fishing, game hunting etc. Sharp. Fits 3/8 in. shaft. 3 in. long.

No. 6208 Arrow and Spear Head. Each, Postpaid . . . **25c**

3 for 65c

SPEAR HEAD HUNTING ARROW

Especially designed for hunting game from small game to deer. Sharp pointed [illegible] easily. Broad steel head carefully sharpened. Will bring down game. Tough birch shaft. Nicely finished and [illegible]. About 30 inches.

No. 6228. HUNTING ARROWS. Each Postpaid **75c**

Bullet Tipped Target and Hunting Arrow

Specially [illegible] bullet tipped arrows that are designed to give the greatest [illegible] [illegible] 24 in.

No. 6226. BULLET TIPPED ARROWS. Each, Postpaid . . . **35c**

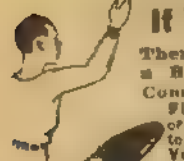
Sharp Hunting Edge Head

Excellent for hunting game. Really a sharp point. Ideal for making spears, arrows, etc. Fits 5/16 [illegible] shaft 2 in. long.

No. 6212. Each Postpaid . . . **25c**

3 for 65c Postpaid

Australian Type



Returns to You If You Miss the Target!

There Is No Thrill Like Throwing a Boomerang and Watching It Come Back! Do Trick Throws!

Fine for target throwing or just throwing for fun to see it come back. You'll get quite a kick out of doing stunts with it.

BOOMERANGS

The boomerang was developed by the Australian aborigines. A remarkable weapon because when properly thrown it can be made to return to the thrower if the target is missed.

Carry it with you when you are hunting. Hit birds in the air, etc.

No. 6226B 15-Inch Plastic Boomerang. **69c**

No. 6225. 18-In Steam Bent Ash Wood. Price . . **$1.00**

★ BOOMERANG ★

New Type Boomerang

It comes back! Here is new fun in target throwing — if you miss the target, the boomerang comes back, and you [illegible] again. [illegible] couple of Killarney eats

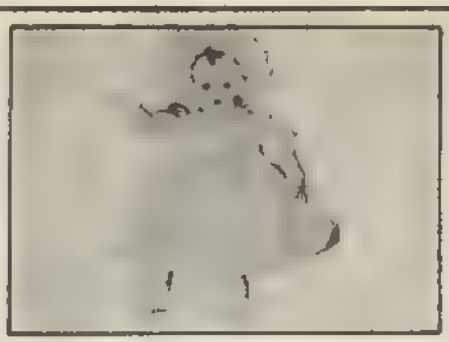
No. 6906 Price Each . . . **35c**

BARBED FISH ARROW HEAD

Barbed prongs for arrow fishing. 2½ in. long [illegible] 16 in. shaft

No. 6211. Barbed Fish Arrow Head. Each, Postpaid **50c**

TH518 - 22 INCH BABY DOLL
#7576W. Has plastic head, moving eyes with lashes, open mouth with teeth and tongue, and voice. Dressed in plastic pants, petticoat, organdy cap and dress, shoes and socks. Wig included.
TO RETAIL AT $6.95



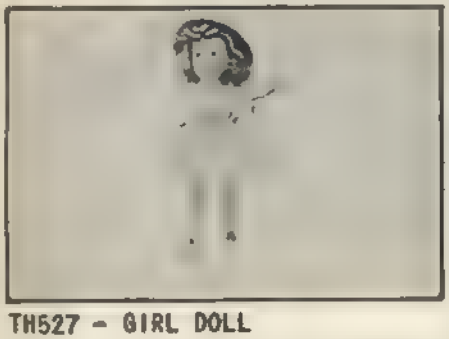
TH519 - BABY DOLL
#622 Has plastic head, glassene eyes, lashes, painted facial details. Latex arms and legs with cotton filled cloth body. Crying voice. Dressed in organdy dress and ribbon tie bonnet, slip, undies, shoes, socks.
TO RETAIL AT $5.95

TH520 - BABY DOLL WITH WIG
#622W. Has mohair wig, plastic head, glassene eyes, lashes, painted facial details. Cotton filled cloth body with latex arms and legs. Crying voice. Dressed in organdy dress, bonnet, slip, undies, shoes, and socks.
TO RETAIL AT $6.95

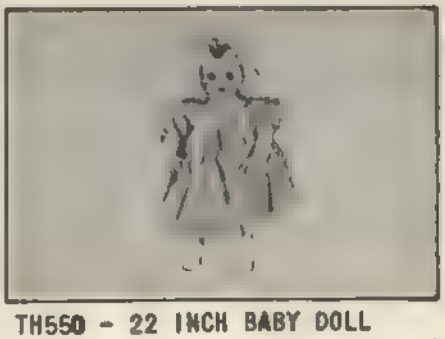
TH521 - 19 INCH BABY DOLL
#2519. Soft baby doll with latex arms and legs, plastic head, glassene moving eyes, lashes, open mouth with teeth and tongue. Dressed in rubber pants, lawn petticoat, ninon dress, square bonnet. Has crying voice and curled wig.
TO RETAIL AT $5.95

TH523 - 22 INCH BABY DOLL
#83V. Has plastic head, glassene eyes, lashes, vynil arms and legs, crying voice in cotton filled body. Dressed in organdy dress, ribbon tied bonnet, slip, undies, socks, shoes.
TO RETAIL AT $7.95

TH524 - BABY DOLL WITH WIG
#BW83V. Has plastic head, glassene eyes, lashes, vynil arms and legs, mohair wig, and crying voice in cotton filled body. Dressed in organdy dress and bonnet, slip, undies, socks and shoes. 22" tall.
TO RETAIL AT $9.95



TH527 - GIRL DOLL
#G17. All plastic with mohair wig, glassene eyes, lashes, painted facial details. Dress-slip, undies, shoes and socks.
TO RETAIL AT $6.95



TH550 - 22 INCH BABY DOLL
#7774. Has moving arms and eyes, open mouth showing teeth and tongue, rubber arms and legs, plastic head, and voice. Dressed in plastic pants, petticoat, organdy dress, matching cap, shoes and socks.
TO RETAIL AT $7.95

TH553 - 25 INCH BABY DOLL
#2425. Soft baby doll with vynil plastic arms and legs, plastic head, glassene moving eyes and lashes, open mouth with teeth and tongue, curled wig and crying voice. Wears rubber pants, ninon dress, shoes and socks.
TO RETAIL AT $7.95

TH560 - 24 INCH BABY DOLL
#1120. Has movable arms, plastic head, sleeping eyes, body stuffed with foam rubber. Dressed in nylon dress with lace trim, matching bonnet, cotton panties, slip, shoes and socks. Crying voice.

TO RETAIL AT $8.95

TH570 - 22 INCH TALKING DOLL
Recites the "Childrens Evening Prayer". A beautiful doll with wig, open mouth showing teeth and tongue, "Real Skin", washable arms and legs. Dressed in ninon dress and matching bonnet. Sleeping eyes movement.

TO RETAIL AT $9.95

TH586 - 28 INCH BABY DOLL
#1028. Beautifully dressed in lace trimmed blue and pink dress and matching bonnet, cotton training panties, slip, shoes and socks. Has crying voice, plastic head, foam rubber filled body, sleeping eyes and movable arms and head.

TO RETAIL AT $12.95

TH660 - 20 INCH OUTDOOR DOLLS
#S2303. Standing doll with movable eyes. Dressed in chenille coat and cap, dotted lawn dress, shoes and stockings. Composition doll. Individually boxed.

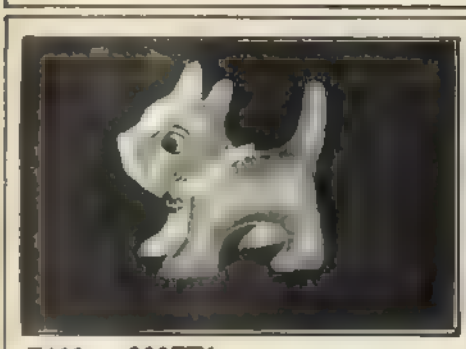
TO RETAIL AT $2.95

TJ60 - KITTEN
#10/1. Brightly colored plastic material that is washable and color fast. Has soft body. Strong and durable. 4 inches high.

TO RETAIL AT 98¢

TJ61 - ELEPHANT
#10/2. Made of colorful plastic that is washable and color fast. Strong, soft body. 4 inches high.

TO RETAIL AT 98¢

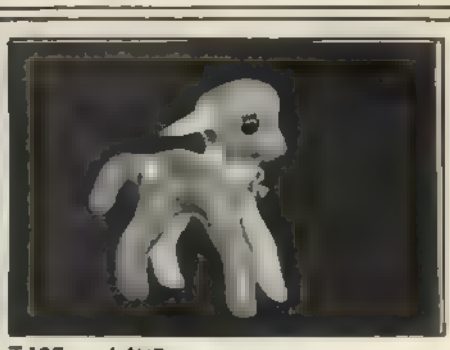


TJ62 - SCOTTY
#10/3. Made of brightly colored plastic material that is strong and durable. Washable and color fast. Soft body. 4 inches high.

TO RETAIL AT 98¢

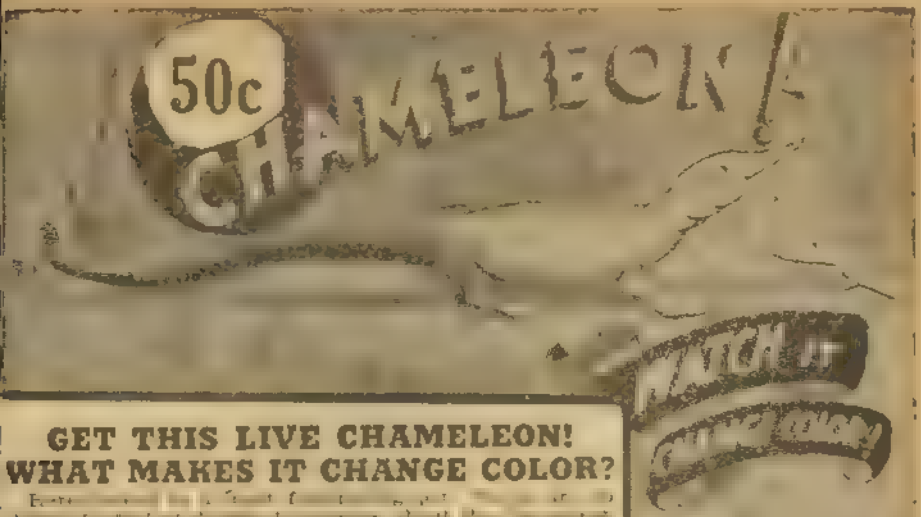
TJ64 - HORSE
#10/5. Sturdy construction of Wataseal plastic in assorted colors with contrasting whip stitching. Color fast and sanitary.

TO RETAIL AT 98¢



TJ65 - LAMB
#10/6. Carefully constructed of Wataseal plastic in assorted colors with contrasting whip stitching. Color fast and sanitary.

TO RETAIL AT 98¢



GET THIS LIVE CHAMELEON! WHAT MAKES IT CHANGE COLOR?

[illegible] hours and still not know all of its secrets

What makes it change its color? Why does it change its color? [illegible] this [illegible] finding a satisfactory answer. Perhaps you can discover it. Put the [illegible] the different [illegible] a few minutes and you can watch the change.

It's Alive-Catches Flies In Mid-Air

Another one of the most remarkable characteristics of the Chameleon is its ability to catch flies and other insects for food. [illegible] tongue [illegible] Catches them in the air.

"A full grown, 7-inch chameleon can capture a fly 12 inches away without moving. His artillery consists of a tongue longer than himself—a lightning-like sticky-tipped weapon which is shot out of the mouth in much the same way a watermelon seed can be shot from between the fingers." (From Natural History Magazine)

[illegible] the day for what reason we do not know, I [illegible] stroke on him very gently. My wife [illegible] Maybe we should [illegible]

There is no difficulty or trouble about keeping the Chameleon. Will actually go for months without feeding. It measures about 4 inches in length and can be attached to the lapel and worn if you desire. Or keep it on a small chain or thread and let it run up and down your coat. We guarantee safe, live delivery. Allow at least two weeks for delivery—longer in cold weather.

No. 7983. LIVE CHAMELEON. Price Postpaid..... 50c

No. 7301. SPECIALLY PREPARED CHAMELEON FOOD, Price Per Package..... 20c

Clasp & Cord for Wearing on Sweater, Lapel, Dress

No. 4305 Lapel Clasp & Cord. Pin to clothes, cord allows room to move around without getting away. 15c

No. 1137 Book on How to Care for Chameleons and Raise Silkworms, Etc. Postpaid..... 10c

Easy to Keep—A Useful and Interesting Pet

You'll find that these Chameleons are very [illegible] quantities of raw meat (ground hamburger [illegible]). You can make your own cage over for them out of some old tube some such article. Elsewhere in this catalog are listed small cages which also are suitable to use. Magicians use them for "live" pet trick [illegible]

LIVE DELIVERY—ALLOW 2 TO 3 WEEKS

[illegible]

the 2-cars-in-1

Kaiser Traveler

does everything but float!

Take a bearing on this beauty! One glance tells you it's the perfect car for sailors. For in just 10 seconds, this 1950 Kaiser Traveler converts from luxurious six-passenger sedan to high-speed cargo cruiser...ready to help pay its own freight, at spring fitting time, all summer long, and when you haul out for winter!

From stem to stern...she's ship-shape and ready to go! Swing open the hatch and load her to the Plimsoll mark. The 10-foot-long cargo hold is 130-cubic-feet big...room aplenty for hausers, rigging, anchor, sails.. and all the galley supplies you need for a cruise.

Now take the wheel and get the feel of this completely new kind of car! See how smoothly you cruise behind the amazing Thunderhead engine, with its gas-saving 7.3-to-1 high compression ratio! Notice the broad beam of its 10' seating space. She's sleek as a Star ..smooth as an ocean liner...thanks to 123½" wheelbase.

So up anchor! Set sail for your nearest Kaiser-Frazer dealer! A demonstration will show you why the Kaiser Traveler is the ideal car for you. But sailor, beware...it will rival your boat for your affection!

Gift Radios

compact, powerful! Table or portable models

6-TUBE AM RADIO 18.95 up F98 **down**

1. Star-performer at Christmas and all year long. Full toned, long ranged—great in distant and mountain areas. 7 tube superheterodyne power (from 5 RCA tubes—2 dual duty) plus rectifier. 5-inch PM speaker. Automatic volume control. Lighted slide-rule dial. Standard 540-1630 KC broadcast band. Built-in aerial. Good-looking plastic cabinet. 10x6½x6½ in. 105-125 volt cycle AC or DC. UL approved.
41Y4707E-Walnut color. 1.90 dn. 18.95
41Y4714E-Ivory color. 2.20 dn. 21.95
Shipping weight 9 pounds. Mailable.

BATTERY-ELECTRIC 18.95 up 1.90 **down**

4. Smartly-styled, moderately-priced portable you'll be proud to gift-tag! Lightweight—easy to carry. Powerful 6-tube performance from 4 tubes (2 dual duty) and rectifier. Built-in antenna. 3½-in. Alnico V PM speaker. Operates 3-ways—on 110-125 volt AC or DC current or on one 67½ volt B, two 1½-volt flashlight batteries. 540-1600 KC band. Brown imitation leather covered case, handle; ivory color plastic grill. 5x8½x5 in. UL approved. Only 2.10 down for #4757. Credit page 115.
41Y4757E—With batteries . . 29.95
41Y4758E—Without batteries .18.95
Ship. wt. 9 lb., 6 lb., resp. Mailable.

5 TUBE AM RADIO 13.95 up 1.40 **down**

2. Your best gift buy for powerful reception up to 500 miles! 4 tubes (2 dual duty) plus rectifier superheterodyne circuit gives faithful 5-tube reception. Large 5-in. PM dynamic speaker for room-size volume. Automatic volume control. Illuminated slide-rule dial. 540-1720 KC broadcast band. Built-in antenna. Modern plastic cabinet. 10x6⅝x6 in. 105-125 volt 50-60 cycle AC-DC. UL approved.
41Y4705E-Walnut color. 1.40 dn. 13.95
41Y4706E-Ivory color. 1.60 down 15.95
Shipping weight 8 pounds. Mailable.

3-WAY PORTABLE 22.95 up W98 **down**

5. Christmas will really be merry with our finest, easy-to-carry portable. Has magnificent tone, room size volume. Superheterodyne circuit—4 tubes plus selenium rectifier. Built-in aerial. Larger speaker. Plays anywhere—can be operated 3-ways—110-120 volt AC or DC current, on powerful 90 volt B and 7½ volt A batteries. Standard 540-1600 KC band. Black Dupont imitation leather covered case. Ivory plastic, gold-color metal trim. 8x9½x5-in. UL approved. 10% down on credit.
41Y4772E—With batteries . . . 25.95
41Y4773E—Without batteries 22.95
Ship. wt. 8 lb., 7 lb. resp. Mailable.

CLOCK RADIO 19.95 up 2.00 **down**

3. Fully automatic—puts you to sleep with music, wakes you up to music! Built-in Telechron alarm buzzes 'til turned off. Powerful 5-tube radio, up to 500 mile reception. Built-in antenna. Plastic cabinet 6¼x10¾x5¼ in. UL approved. 105-125 volt 60 cycle AC.
41Y4732E-Walnut. 2.70 down. 26.95
41Y4734E-Ivory color. 3.00 dn. 29.95
4-TUBE MODEL—similar to above. Reception to 50 miles. No auto. shut-off.
41Y4730E-Walnut. 2.00 down. 19.95
41Y4731E-Ivory color. 2.20 down 21.95
Wts. (5 tube) 8 lb. (4 tube) 7 lb. Mail.

3-WAY, 3-BAND 39.95 up 4.00 **down**

6. Famous Dewald "Round-the-world traveler"—10.00 below regular price! 2 short wave bands (2.0-16.7 MC) for foreign, amateur police, ship to shore, aircraft stations. Standard 540-1600 KC band. Operates on two #482 and two #746 Eveready (or equivalent) batteries or 110-125 volt AC-DC. Powerful I-F transformer, collapsible nickle-plated fish-pole antenna and built-in loop antenna. Luggage type unbreakable case in two-toned leatherette, leather handle. 9½x12½x6 in. UL approved.
41Y4729E—With batteries . . . 45.95
41Y4728E—Without batteries. 39.95
Ship. wts. 12 lb., 11 lb., resp. Mailable.

Super-powered

Radio-Phonos

Say Merry Christmas all year! No money down when 49.95 to 89.95.

6

Bargain portable! Radio, 3 speed phono

39.95

7

Fine automatic 2-way portable plays all records

64.95

No money down

9

Deluxe Mahogany with automatic 3-speed Webster phono

59.95

No money down

3

Radio phono Disc recorder Worth 129.50

94.95

Credit, pg. 115

New Toys on Parade

Ten Yen Puzzle

The new, intriguing pocket-puzzle, that has all the earmarks of a popular fad, has 450 known solutions, and probably many other solutions are possible. It comes in a beautiful plastic case and pieces of the puzzle are colorful, hard, unbreakable plastic. "Ten Yen" can be played individually or competitively. There are twelve puzzles to a display box that fits easily and conveniently on a counter. Priced at $1.00, it is distributed by MULTIPLE PRODUCTS CORP., 105 W. 40th St., N. Y. C.

Agate Marbles

After an absence of nearly ten years, genuine Brazilian agate marbles are back. They are as traditional in the life of American boys as the baseball, skates, bicycles, etc. The agate marble was made prior to the war by the Germans, by hand, using a ten foot grinding stone. Today, through the ingenuity of the Sierra Gems, Inc., of California, the agate is again on the market.

Not only is the agate, traditional with boys, but it also has a historical background dating back to the early days of the Greeks and Romans. Besides being highly prized for ornaments, the agate is used for delicate balances, burnishers, and other purposes.

Ranging in sizes from 12 to 20 mm, these agates are high up on the scale of hardness and will not scratch. They are individually packaged in cellophane bags and are mounted twenty-four agates on each colorful 11" x 14" card, with sizes and suggested selling price shown on each bag.

Genuine Brazilian agate marbles are available through the INVINCIBLE MFG. & SALES CORP., 2303 W. 9th St., Los Angeles 6, California.

New Eagle Balls

"As colorful as a sunny spring morning" describes the new Mottled Sponge Balls that have just been made a part of the Eagle line manufactured by EAGLE RUBBER COMPANY of Ashland, Ohio. New production methods and a combination of several vivid colors give these balls distinctive color designs. A new sponge rubber formula, as well as new decorating veneers, were developed in the Eagle laboratory for this line. As a result of this technical work, these good looking balls are said to have durable finishes and excellent rebound

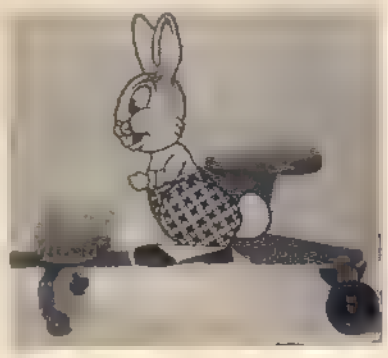
The Champion Sponge Softball is also a new addition to the Eagle line—a companion item to their popular Champion Sponge Baseball. The new softballs are regulation in size and look just like the real thing. Seams and stitching are embossed on the balls in a unique way that closely resembles actual stitching. They are said to be unusually lively and high bouncing.

Plasticast

Casting with plastics is a new and increasingly popular activity for the hobbyist, handicrafter, model maker, the pin-money spare-time earner and even the beginner in a new small business, in the experience of PLASTICAST CO., P. O. Box 987, Palo Alto, Calif.

The firm has recently issued a new catalog which indicates the astoundingly wide range of the young but growing field for it outlines not only the many different plastics and related materials the company has available but also the accessory tools, molds, instructions books, and working equipment obtainable from Plasticast. Illustrations are lavishly used and vary from halftones of photographs showing finished objects to line drawings sketching proper technique. Carefully detailed information including prices is included, with special emphasis upon the ease of achieving beautiful and artistic effects. Among the many materials offered are Plasticast, which pours out of a can; Plastidur, which resembles genuine ivory; Liquid Marble; Plastirock, which gives plaster an ebony finish; porcelite, which rings like fine porcelain when tapped; and even an electroplating outfit. Such aids to creators as genuine white coral by the pound, miniature bottles, polished blanks for pins, brooches, and earrings, carving outfits, and drills for internal carving also are included.

The firm's Eastern office is at 4637 N. Keeler, Chicago 25, Ill., and its Canadian office is Canadian Industrial Plastics, Ltd., 1056½ W. Pender, Vancouver, B. C., Canada



Bunny Burnsides

Bunny Burnsides is all dressed up in his Easter best, ready to carry tots one to four years old for a wonderful ride. They can steer him in any direction.

His suit is bright yellow, white, and black. His body is bright red. The Easter basket he carries is filled with delicious jelly beans for the kids to nibble. Later, it can carry building blocks, dolls, and other small toys.

Made from first grade hardwoods, Bunny Burnsides is light enough for the children to handle themselves, yet sturdy enough to withstand the roughest, toughest use.

A toy that sells itself on sight, Bunny Burnsides comes individually packed, twelve to a master carton, kd. He is made to retail for about $2.98 by HOBBY MODEL MFG. CO., INC., 149 West 24th Street, New York 11, N. Y.

Rich-Toys

DOLL HOUSES

PULL TOYS

RICH INDUSTRIES

CLINTON • IOWA

NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

Greatest line of Doll Houses ever produced; New Model Pull Toys, Gym Sets and other quick selling numbers.

One of America's Leading Toy Distributors

When in New York make AY-WON your first stop for

TOYS • GAMES • DOLLS • NOVELTIES

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AY-WON TOY & NOVELTY CORP.

JACOB SCHECHTER, President

890 Broadway New York 3, N. Y.

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FAMOUS

FLI-BACK

PADDLE BALL GAMES

The Favorite Toys

PRINTED IN TWO COLORS

10c, 15c and 25c SIZES

WONDERFUL PLAY VALUE

FAMOUS FLI-BACK RETURN TOPS

CHAMPION SPINNING TOPS

FAMOUS WHIRL-KING RETURN TOPS

RAINBOW BALLOONS—BALLOON STICKS

The Fastest Selling Low Priced Action Games Ever Originated

SPONGE PLAY BALLS

SPONGE RETURN BALLS

Wrapped in Cellophane—No Tangled Threads

SPONGE BASE BALLS

GLOSS OR RAINBOW FINISHES WILL NOT CRACK

PROMPT SHIPMENT

THE FLI-BACK SALES CORPORATION

World's Largest Distributors of Paddle and Ball Games

SPONGE BALLS, SPONGE RETURN BALLS, SPONGE BASEBALLS, INFLATED BALLS, RETURN TOPS, SPINNING TOPS, BALLOONS AND BALLOON STICKS

High Point, North Carolina

See Our Complete Line During 1950 Toy Fair

Rooms 1051 and 1053 Hotel McAlpin

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QUALITY STEEL TOYS

DOLL WALKERS
DUMP TRUCKS
WHEELBARROWS
DOLL SWINGS
FIRE ENGINES

THE JOHN C. TURNER CORP.

Home Office and Factory, WAPAKONETA, O

New York Sales Office 1107 BROADWAY

#420 SAND SHOVEL

Write for catalog

» » » The Largest Mask Manufacturers in the World

OUR 79th YEAR

MASKS—PAPER HATS

NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms:

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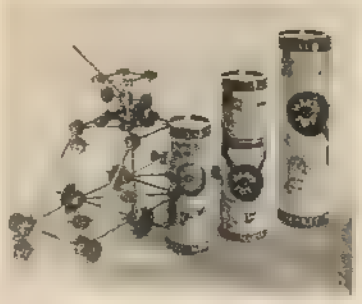
MAKIT TOY



The Colorful Construction Toy

A Year 'Round Best Seller of Proven Popularity

Builds toys with wheels that turn. Includes 3 colors of wheels 2 sizes of rods in 5 to 6 lengths, pressboard windmill blades. Builds mechanical toys, wagons, airplanes, doll furniture, etc. Packed in attractive 4-color cylindrical carton.

PRIMARY Makit—88 pieces; SUPER Makit—175 pieces; JUMBO Makit—375 pieces

W. R. BENJAMIN CO.

GRANITE CITY, ILLINOIS

FAVORITES with children and their parents!

EXCLUSIVE TIE UPS FOR MANUFACTURERS APPLY NOW FOR LICENSE AGREEMENTS TO:

WILLIAM C. ERSKINE

Copyright Merchandising

9 ROCKEFELLER PLAZA

NEW YORK 20, N. Y. • CIRCLE 5-6880

New Home *for* Hallowe'en *and* Novelty Masks

Big New Building for Austin Art Studios in Omaha

AUSTIN Art Studios, *"House of Hallowe'en,"* Omaha, Nebraska, manufacturers of Royal and Art Brush Hallowe'en Mask lines, has purchased a four-story brick and stone building here and moved to the new location about January first.

In addition to the four floors above ground, the building has a full basement. It is located in the heart of downtown Omaha's industrial center.

The entire five floors, 15,000 square feet of floor space, will be occupied by the Austin Art Studios. The first floor will be devoted to offices and shipping facilities. Gauze masks will be manufactured on the second floor, with rubber mask production on the third floor. This arrangement in plant layout will enable the use of the heat from molds on the second floor for heating of the rubber curing ovens. The fourth floor will be used as a warehouse and the basement will contain the cardboard mask and skeleton manufacturing facilities with an area for storage of supplies.

More Space Needed

"We had to have more floor space," Howard K. Austin, production manager, said in discussing the change in location. "Our business has grown so rapidly in the past four years that we were actually crowded out of our previous factory location.

"Production capacity in our old location is 20,000 masks per day, but in our new plant we will double this and will add the manufacture of rubber masks in a complete size and price range."

Sales Manager, F. J. Austin, explained, "For the past three years we have worked the year 'round but have had to stop selling early in the season because booked orders had taken our entire year's production capacity. Increased capacity was essential."

Printed Gauze Masks

In addition to the new line of rubber masks, the company asserts that it will continue manufacture of its Royal handprinted gauze masks and Art Brush hand-painted gauze masks. Luminous cloth and cardboard masks, skeletons, games and other Hallowe'en novelties will also be made.

The company invites Hallowe'en buyers to visit them in their new quarters, 1023 Harney Street, Omaha, Nebraska.

♦

CHICAGO JANUARY MARKET SETS RECORD

On January 12 it appeared that the January Market at the Merchandise Mart and American Furniture Mart in Chicago would be the biggest in its 25-year history, according to Lawrence Whiting, president of the Furniture Mart.

Registered buyers for the first two days, he said, were about 30 per cent ahead of last year, and he added: "In 1949, 7580 buyers had registered in the first two days. By noon of yesterday, we had 10,418 registered."

Mr. Whiting further stated that "in previous years most of the first week was devoted to shopping, and relatively few orders were placed. However, almost all of the 1250 manufacturers tell me they are booking substantial orders." He said that 25,000 buyers registered in 1948, and that "it was conceivable the mark would be equaled or exceeded this year."

Representative for Lincoln Tool

The following representatives are now handling the popular "Three Farmerettes" made by the Lincoln Tool & Mfg. Co., Milwaukee, Wis.:

East Coast—Alfred TennySon Co., 226 Fifth Ave., New York 1.

Southwest—R. D. Delmar Co., 333 Candler Bldg., Atlanta.

Midwest — Harcourt Co., 121 Marion St., Oak Park, Ill.

South Central—Wm. B. Parasine, Box 405, Route 7, Dallas.

West Coast—Glenn B. White & Associates, 1355 Market St., San Francisco, P. O. Box 622, Portland, Ore., and 1151 S. Broadway, Los Angeles.

Export—Kenyon Export Co., 9 S. Clinton St., Chicago.

the rest set in neat rows, where they can be seen but not handled.

"Of great interest both to mother and children is the children's record booth, where a large variety of popular price records are carried. In the midst is a phonograph so that any record can be demonstrated. One of the recent mailing cards suggested, 'Here is the sort of music you'll want your youngsters to grow up with — wonderful old folk songs, Mother Goose songs, and adaptations of songs from the Walt Disney films.' A score or more were named—all at the price of 25c.

Phonograph Records

"SPEAKING of these popular price records," said Miss Baer, "we carry a considerable stock of 5-10-25c merchandise, so that children themselves can come in and purchase little toys and games with their spending allowance. The more often they come, the more things they see that they want, and they don't hesitate to tell daddy and mother about them, so, in addition, many quality toys are purchased by the fond parents."

A remodeling of the front of the building recently took place, which gave the World of Toys a distinctive and modern appearance. Windows are changed frequently in order to spot light seasonal goods, and in between summer and winter displays are many windows featuring books and games suitable for birthday gifts in any month.

Jacobs Celebrates Birthday

December 15 marked a triple celebration for Jay Jacobs, well-known furniture salesman, the occasion of his 60th birthday, which marked the beginning of his ninth year with Associated Industries, Inc., Detroit 16, Mich., which he joined at the time of its organization in 1941. The date was also his 41st wedding anniversary.

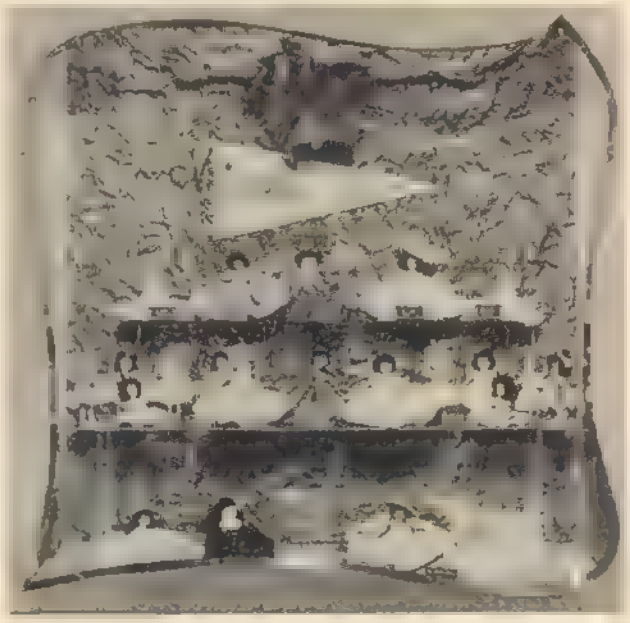
Mr. Jacobs is acquainted with and enjoys the personal friendship of practically every furniture dealer in Detroit and vicinity, having called on them regularly for the past 40 years.

JAY JACOBS

As a token of appreciation, he was presented with eight $100 War Bonds, in recognition of his many years of service, by B. M. Goldman, president of the company.

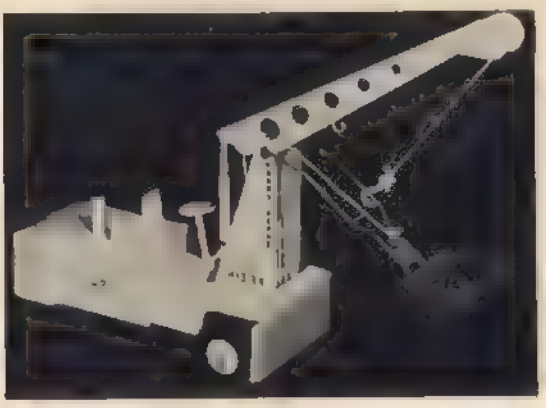
Lithographers Meet

• Rochester, N. Y. will be host to the annual meeting of the Technical Association of the Lithographic Industry on April 24-25.



HOLLYWOOD DOLLS FEATURED. A beautiful Christmas display of Hollywood Dolls was featured in the shadow box window of Marcrest's, San Diego, Calif. prior to the holidays. This type of window is especially adapted to small displays. The rich metallic background brought out the costumes and colorings on the dolls, which are made by Hollywood Doll Co., Glendale, Calif. The window was installed with the cooperation of their western representatives, McClellan & Sidebottom, whose headquarters and display room are in the Merchandise Mart, San Francisco.

New Toys on Parade



Hyster Karry Krane

This giant scale model of the Hyster Karry Krane is a lot of working toy for the money, authentic down to the last detail yet big enough to give the youngster actual performance, not poor imitation. New play value has been added through the bright red Detachable Bucket Accessory which is easy to hook on and is equipped with a trip cord. Toybuyers will be pleased to know the accessory, which means extra sales appeal, does not increase the cost of the Karry Krane

Those familiar with this industrial mobile crane know that the body is die cast and that the boom and supports are fabricated from 18 gauge hot-rolled steel plate. They know, too, that the boom is adjustable to five positions and reaches a maximum height of 18 inches. The truck itself is 13" long, 9" high, and 6" wide. There are three double wheels with double tires of black rubber, of the heavy duty truck type in size 7.50 x 15. Finish of course is that outstanding baked chrome yellow enamel which makes the Hyster easy to spot in any toy department and the weight is a total of six pounds.

Retail price suggested by the maker, SCALE ENGINEERING & MODEL CO., 1111 South 8th St., Pekin, Ill., remains at $7.95. Seven well known sales representatives service toybuyers throughout the United States, including Miller & Stowers, 19 S. LaSalle St., Chicago; Les Taylor & Neil Flesher, Foshay Tower, Minneapolis; Arthur E. Stuker, Western Merchandise Mart, San Francisco; Ed B. Miller, 14 E. 42nd St., New York; W. E. Bergstrom Sales Co., Mercantile Bldg., Denver; Toy & Novelty Mart, 241 Trinity Ave., S.W., Atlanta; and Charles T. Wheat, 212 Mfrs. & Merchants Bldg., Memphis.

New Gallant Knight Leatherette Chests

Now that the finer grades of leatherette are again available, GALLANT KNIGHT COMPANY, known for its famous line of plastic chess sets and chess-checkerboards made at 228 W. Kinzie St., Chicago 10, Illinois, is now covering the chests for Sets Nos. 70, 71 and 80, 81 with a much higher grade of leatherette.

The soft but tough, long-wearing leatherette is a most attractive English leather grain that is fadeproof, longer lasting than genuine leather and stands the effects of repeated use and handling without losing its most attractive appearance. Gallant Knight's trademark, the medieval armoured knight on horseback, is beautifully embossed on the lid and each chest is divided into two sections for the different colored pieces.

The beautiful, gleaming chessmen, in practically unbreakable plastic, are of authentic Staunton design with each piece from King to Pawn in proper proportion to each other. All pieces are weighted and felted with a choice of two color combinations, red and ivory or black and ivory chessmen.

Sets Nos. 70 and 71, with King size of 2½", are priced to retail as before at $4.50 per set. Sets Nos. 80 and 81, with King size of 2¾", retail as before at $6.50. Gallant Knight's complete guarantee and full instructions for playing are included with each set.

Magic Milk Bottle

Among the many new items just introduced by the COMMONWEALTH PLASTICS CORP., Leominster, Mass., the amazing Magic Milk Bottle will probably share sales honors with recent successes such as Jack-in-the-Cameras and Speed Kop Whistle

This unusual item, which retails for only ten cents, consists of a baby's feeding bottle filled with milk-like fluid. You tilt the bottle downward and the milk automatically disappears. Turn the bottle up and the milk reappears.

So simple any child can be a magician, it likewise has great appeal for grownups. In addition, this plastic toy is a wonderful doll accessory, for every little girl likes to feed her baby and the Magic Milk Bottle makes feeding more realistic. Made in crystal with flesh colored nipple, this item is mounted on an attractive picture-story card.

Musical Egg

27,000 Plastic Toys Daily

New Spring Line of Music Maker Toys Revealed

MATTEL CREATIONS HAS THE SECRET OF SALES UPSETS IN MUSICAL TOYS; HAS SCHEDULED FOUR NEW "MUSIC MAKER" NUMBERS FOR SPRING

Rube Rhythm Rabbit

FROM the assembly-line treasure box of toys that is the Mattel Factory in Culver City, California, drifts the tinkling notes of a dozen tunes familiar to every child. The twang of a cowboy guitar (pronounced getar) floats on the balmy air of Springtime. A little yellow duckling waddles 'round and 'round; a funny-looking rabbit dances to cheery music-box melodies; and happily hailing the advent of Spring, an ostrich-grade Easter Egg makes music at the turn of a crank.

Mattel has the secret . . . that's what the toy trade has been repeating to itself ever since Mattel Creations scored sales upsets in the musical toy field last year. Following in the trail of its musical hit toys of 1949, four new "Music Maker" toys are scheduled for release this Spring.

Waddling Ducky-Go-Round

Mattel has combined modern production methods with practical application of the new metals and plastics developed in the past decade. Through inventive skill, alert observation of trends in the toy trade and careful attention to sales promotional values of color, artwork and package designing, Mattel has produced a line of fast-selling, low-priced musical toys which do more than just jingle or plunk or thump—Mattel Music Maker Toys play real *melodies*, real *tunes*, real *music!*

New Expression for Kiddies

In setting playthings to music, Mattel has brought to children a form of expression hitherto limited to those able to learn to read and play music on the instrument of their choice. Now any child can, by the twist of a crank, bring forth familiar melodies, folk songs, and nursery tunes, from Mattel's Music Maker Toys.

Twin guiding geniuses of Mattel Creations are Elliot and Ruth (Mr. and Mrs.) Handler. Their combined abilities in inventing, developing, producing and marketing original toys with both educational and play values is part of a remarkable success story. A leading metropolitan daily newspaper, in a recent fea-

Cowboy GE-TAR

New Toys on Parade

Attaboy Numbers Puzzle Games

It took a teacher to make a game of arithmetic! Arvil Davis, seventh grade arithmetic instructor, has created what is said to be the only jig-saw puzzle game that teaches kids to add, subtract, multiply, and divide.

The cut-out puzzle pieces are the "answers" to the problems posed on the four boards and only the correct "answer" will fit in any particular hole of the board. Boards are brilliantly colored, one being red, another burnt orange, a third blue, the fourth yellow. Each is devoted to one of the four basic arithmetic types so that the child playing alone can "work" any or all four of the puzzles, or four children, at a time can each have a board and make a game of it. Simple enough for the child of five, the game also is enjoyed by the fifteen-year-old—and both can improve their mastery of numbers and arithmetic through its exercise in number association.

Four puzzle boards are packed in a colorful, illustrated box containing rules for playing. Called Attaboy Numbers Puzzle Games, it is being produced by Arvil Davis' ATTABOY CO., 1509 - 11th St., Wichita Falls, Texas. Solar Enterprises of New York will introduce Attaboy at the New York Toy Fair in Room 1083, Hotel New Yorker. Other representatives are: Wright Sales, Marion, Indiana; Dixie Distributors, Atlanta, Ga., Mason Distributors, Boston; Cullum & Boren, Dallas; Henry Miller, Oklahoma City; and Distributors, Inc., Phoenix.

New Steger Wagons and Autos

Extra large and extra strong, the brand new steel and stake wagons and autos by STEGER PRODUCTS MFG. CORP., Steger, Illinois, are real beauties on display in the firm's recently opened showroom space 1436 at The Merchandise Mart, Chicago. Several special construction features are worth particular attention.

The large wagon is 35" x 17" x 4½" in size and has a very strong tubular steel handle. Both the 36" and 30" have a swivel connection on the front brace from the wagon body to the center of the front axle. Non-roll-off center bead molded semi pneumatic tires will not come off, even under rigid test. The center bead is the "V" shaped inner rim of the rubber tire, that tightly fits into the groove of the disk of the wheels. The three steering bearings on the bolster are an exclusive Steger feature which mean exceptional steering ease.

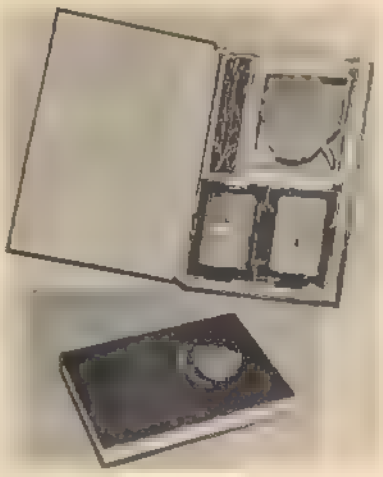
Noteworthy, too, is the electronic enamel finish, sprayed onto the steel under high pressure, for very satisfactory service. Smart, streamlined styling and brilliant color schemes are the final touches which spell maximum sales appeal when the Steger line perks up your wheel goods section.

Jackie Robinson Doll

Now there is a Jackie Robinson Doll and, what's more, it is dressed in a copy of the authentic Dodger uniform worn by the National baseball idol who won the "most valuable player" award of the year. H. E. Chiet, president of the issuing firm believes the 13-inch doll will be as popular as Jackie Robinson himself and will fit in very well with the opening of the baseball season as well as during the general doll selling season, including the holidays.

Jackie Robinson Doll is individually boxed. The attractive box top has a likeness of Jackie Robinson. The manufacturer also is making the doll in a set with several accessories, including a bat and a warm-up jacket. A popular priced item, Jackie Robinson Doll is being offered to jobbers and department stores.

The maker is ALLIED-GRAND DOLL CO., INC., 72 Nostrand Avenue, Brooklyn, New York. Strauss & Richstone, manufacturers representatives, with sales offices in Room 409 Fifth Avenue Building, New York City, will show the Allied-Grand Doll Co., Inc., line in their office and will represent the firm throughout the East.



J and S Creations' Canasta Ensemble

Novel and surprisingly different, the Natural Leaf Canasta Ensemble is arousing much sales attention wherever displayed. The complete set includes eight beautiful simulated leaf coasters, eight natural replica twig mixers, two decks of duretone plastic coated cards, an original and lovely tray, a score pad, and official instructions.

The coasters are simulated from the leaves of the legendary Havabrasiliensis tree and incorporate non-sliding, non-sweating, and non-marring features. The set is attractively packaged to look like a leather-bound book and goes to dealers complete with ensemble and container.

In addition, J AND S CREATIONS, 4725 N. Western Ave., Chicago 25, Ill., announce a new line of recreational ensembles adaptable to bridge, poker, gin, and other card games.

"ACTION ANIMALS"

Newest Addition to Revell Line

If "play is the work of childhood and toys are the tools of play," then a leading toolmaker for the children of America is Revell Toys. From Revell Toys' Hollywood plant, several new plastic toys, with emphasis on educational play value, have been announced for 1950.

Lewis H. Glaser, president of Revell Toys, a firm believer in toys as tools of play, says: "Children develop a sense of achievement through play. That's about the way *Reader's Digest* puts it in a recent story on 'Better Toys for Your Children.' Here at Revell we are planning our toys as a toolmaker builds tools—for specific purposes. We try to design toys that will help a child get a feeling of accomplishment when he plays with them—toys that *do* soemthing—*Play-Planned Toys.*"

A leading group in the Revell Line for 1950 is a family of four new *Action Animals*, moveable-jointed, life-like, plastic miniatures of a Giraffe, an Elephant, a Zebra, and a Horse. These lovely little Play-Planned toy animals form the nucleus of a perfoming menagerie. Posed sitting, standing on their heads or hind legs, they lend themselves wonderfully to endless hours of imaginative play, and act as fine models for juvenile artists.

Approved by Good Housekeeping

Before introducing them to trade, Glaser's company submitted the new Action Animals to Good Housekeeping Institute for acceptance. The Institute tested and approved them for non-toxic qualities of the plastics and colors used, for durability and toughness, and for every other claim the manufacturers made about their withstanding "loving hugs, kicks and being rolled on in bed." So exhaustive and extensive were the tests that it was necessary to hold six long distance phone conversations between Los Angeles and New York in order to satisfy Good Housekeeping Institute that the manufacturer's claims could be supported.

The new line of Action Animals was designed by Charles G. Gretz, chief designer for Revell Toys. A well-known Hollywood animal artist was retained to add realism and natural appeal to the animal heads. Structural details were closely patterned after nature, and careful attention was given to coloration to make the animals as life-like as possible.

Elastically jointed at head, neck and legs, these Action Animals have been sales-planned, too, for volume selling at a low price. Revell has already introduced them in two forms; as individual toys in sealed sanitary transparent packages with a "Build-a-Circus" theme, and as an *Animals at School* package toy, containing four Action Animals together with cut-out pieces making up a complete set for playing Animals at School. There's a Little Red Schoolhouse, furniture, and other props, a story booklet, and complete instructions for a fascinating "make believe" game which children love to play.

Test Sales Prove Popularity

"Animals at School" was a big success in test sales at Christmas time, Glaser said, adding that Revell Toys plans to produce a comprehensive line of Action Animals which will make it possible for any child to assemble a complete circus menagerie or animal farm. New additions to the Action Animals line will be presented as individual toys and as part of forthcoming package toys, such as Noah's Ark and Zoo Games.

Revell Toys are creators of the fast-selling "Champ," the Performing Pooch, Chu Chu, the Little Engine with Personality, Snow White and Minnie Mouse Washing Machines, and Pluto Flashlight.

■

Wings for Businessmen

• It is said that more than 30,000 private planes are now engaged in flying for business purposes—taking businessmen and salesmen hither and yon in the pursuit of their respective enterprises. If one is inclined to travel by air, this means of transportation would save a lot of time.

Admiration *Announces*

$1000.00 CASH PRIZE

TO THE WRITER OF THE BEST LETTER "WHY I LIKE 'LADY ALICE' DOLLS BEST OF ALL."

contest

a Terrific Boost in Sales For You!

All letters, together with the trade-mark to be cut out of the Admiration Toy Co., box, must be mailed no later than midnight, December 31, 1950 . . . to the Admiration Toy Co., 3654 Broadway, New York 31, N.Y. Letters will be judged by the executives of Admiration Toy Co. and a special board of judges.

Fastest Selling Profit-Makers from 98c to $1.98

OVER 100 STYLES

Every one a collector's item in exquisite ... and lace designs.

Packed in deluxe ... boxes.

UNIQUE-VALUABLE SOUVENIR FREE TO BUYERS WHO VISIT OUR EXHIBITS

- ROOM 1042
- HOTEL McALPIN
- ROOM 112
- 200 FIFTH AVE.

Also Available

- With hand-painted faces.
- In dancing models with Swiss music boxes.

7½ TALL

UNBREAKABLE ALL-PLASTIC

OPEN AND CLOSE LIFELIKE EYES

MOVABLE HEAD AND ARMS

Admiration Toy Co. Inc., 3654 Broadway, New York 31, N. Y.

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ROOM 1042
HOTEL McALPIN
ROOM 112
580 FIFTH AVE

7½ TALL

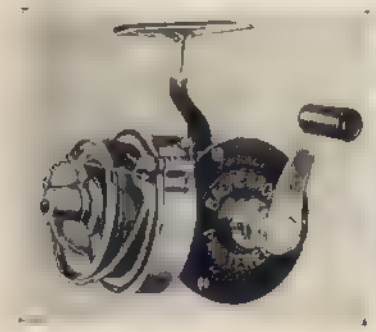
UNBREAKABLE ALL-PLASTIC

OPEN AND CLOSE LIFELIKE EYES

MOVABLE HEAD AND ARMS

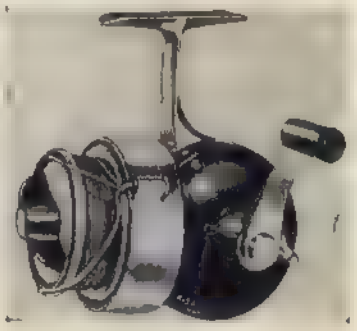
Admiration Toy Co. Inc., 3654 Broadway, New York 31, N. Y.

SPINNING, TROLLING and SALT WATER REELS



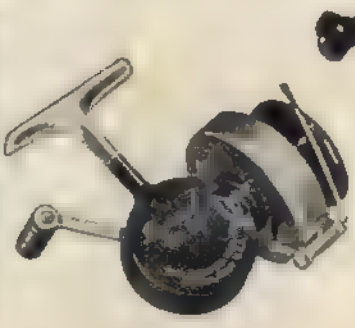
Airex Bache Brown Mastereel No. 310 Precision built spinning reel with extra large spool capacity. Monel pick-up finger; adjustable spool shaft; anti-reverse lock control; high winding ratio. Duraluminum spool; all parts treated to prevent corrosion. Weight 8 oz. Retail 22.50.

No. 16R4. Each..... 13.24



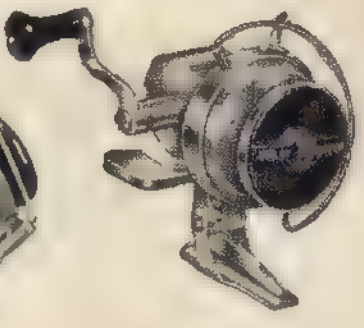
Airex Bache Brown Spinster No. 315. A fine spinning reel at a medium price. Streamlined appearance; equipped with anti-reverse lock control, monel pick-up, detachable handle, oilite bearings; high gear ratio. Capacity 200 yds. Weight 8 oz. Retail 13.50.

No. 14R5 Each.....7.94



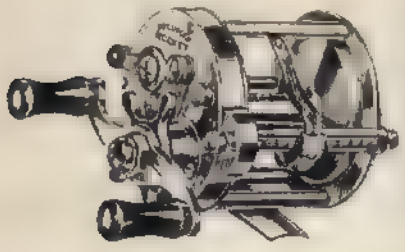
Bristol Spinning Reel No. 69. A new spinning reel designed to operate supply and with few adjusting parts. Reel standard and gear housing is an aluminum die cast ing, finished in baked enamel Line capacity of 100 yards. Weight 7½ oz. Retail 15.00.

No. 16R69. Each..... 8.82



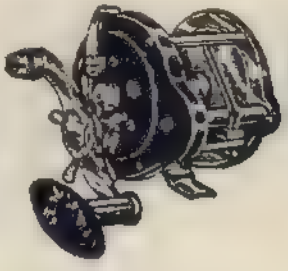
Otto Slip-Cast Reel. This reel is made to fit any standard casting rod. Constructed of high grade aluminum throughout. Designed to eliminate any possible backlash. Packed each in an attractive display box. Retail 16.50.

No. 16R60. Each.....9.70



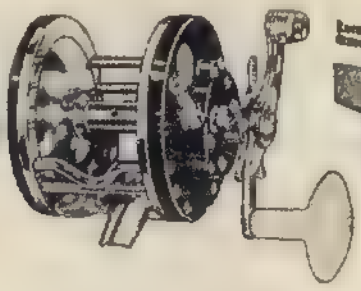
Pflueger Rocket No. 1355. This anti-backlash level wind reel is suitable for either salt or fresh water fishing. Exceptional line capacity; standard spool; throw-off star drag, chrome finish. Gear ratio 3.52 to 1. Retail 13.50.

No. 16R23. Each..... 8.62



Ocean City Imperial No. 920. An all-purpose reel, suitable for salt water for river and lake trolling. Level wind, with rustproof pawl and worm and heavily chrome plated metal parts. Conventional free spool, star drag, chrome plated spool 150 yard line capacity. Gear ratio 3 to 1. Weight 15¼ oz. Retail 12.50.

No. 16R121. Each..... .7.35

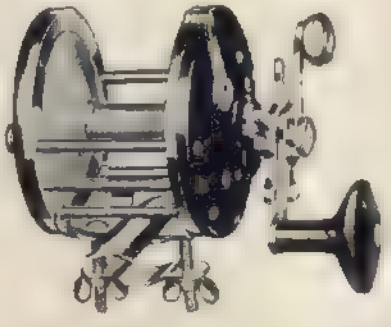


Ocean City St. Lucie No. 981. Low priced reel for salt-water or heavier fresh water fishing. Dependable star drag and free spool, stainless steel main and pinion gears; Oilite self-lubricating bearings. Torpedo handle. All exterior metal parts heavily chrome plated. Gear ratio 3 to 1. Weight 13¾ oz. Retail 5.50.

No. 16R122 Each..... 3.23

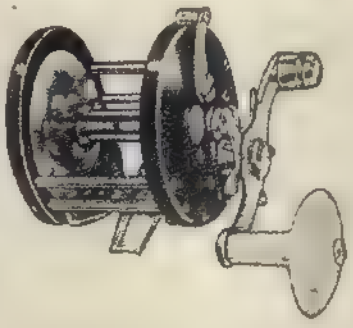
Heddon-Winona Reel No. 105. Gearless free running self spooling. For bait casting, trolling, and still fishing. Will hold 450 feet of 36 pound-test metal line. Rod clips designed to fit straight type seats and non-offset handles. Included with each reel is an extension base for use with offset handles. Retail 9.00. Dealer net

No. 16R36. Less 2% net, each 5.29



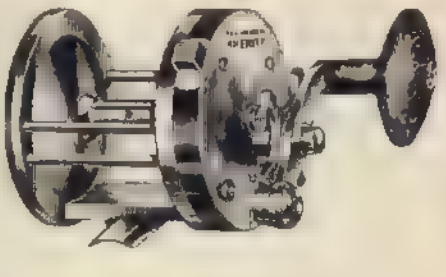
J. A. Coxe No. 625 Reel. A large, sturdy salt-water reel for boat, pier, or barge fishing. Features a silent ratchet, finger-tip operated free spool clutch. Frame is heavy chrome-plated brass with black bakelite side plates. Spool is constructed of corrosion-proof nickel silver. Gear ratio 2½ to 1. 250 yards capacity. Weight 22 oz. Retail 8.00.

No. 16R13. Each.....4.70



Ocean City Bay City No. 113. Popular star-drag reel for general salt water use or deep fresh water trolling. Oilite bearings, heavy chrome plating on all exposed metal parts including spool, metal reinforced bakelite side plates. Torpedo handle. 300 yard line capacity. Automatic free spool lever. Gear ratio: 3½ to 1. Weight 20 oz. Retail 9.00.

No. 16R123. Each.....5.29



Pflueger Akerite No. 2068. A truly thumbless surf casting reel. Free spool, star drag easy take apart adjustable tension oil cups are featured. Hardened steel pivots, generated spiral bevel gear and crank. Gear ratio 2¼ to 1. Retail 16.95.

No. 16R68. Each.....11.08

Automatic and Single Action Fly Rod Reels

Utica Automatic No. 5. A free-stripping light weight fly reel. Aluminum finish with a capacity of 75 yards of F fly line. Weight 6¼ oz. Retail 6.00.

No. 16R85 Each.. . . . . 3.53

South Bend Oren-O-Matic Fly Reel. A free strip-ping automatic reel that operates on a tripod anodized aluminum frame. Has automatic line guide. Automatic line brake. Easy take down frame.

No. 16R53. Capacity 50 yds. Retail 10.00. Each 5.88

No. 16R54. Capacity 80 yds. Retail 10.50 Each 6.18

Shakespeare Silent Tru-Art Automatic Fly Reel No. 1837. This free stripping reel has a green anodized aluminum frame and head cap. Chrome plated line protector on both sides makes it suitable for right or left hand use. 80 yard G level line capacity. Weight 9½ oz. Retail 9.50

No. 16R107. Each. 5.58

Martin Fly-Wate Model 38G. Automatic fly reel ideal for light tackle outfits. Made of green anodized aluminum alloy. Full free stripping silent winding, adjustable release lever. 225 feet G line capacity. Retail 9.95.

No. 16R83. Each. 5.85

Ocean City Automatic Fly Reel No. 90. New type fly reel with one-piece die-cast aluminum frame; chrome-plated line guide; aluminum spool. One screw take apart. Gear and spool brake packed in grease. 80 yard capacity. Retail 10.00.

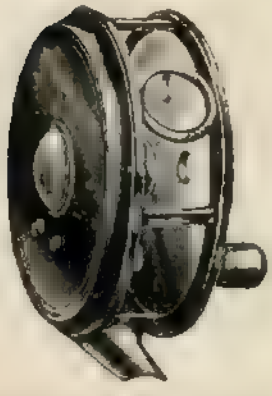
No. 16R120. Each. 5.88

Heddon No. 57 Automatic Fly Reel. Finished in rich mahogany alumilite enamel, the finish on your "Heddon" fly reel combines style with durability, and never reflects rays of the sun. 80 yds. capacity, "X" line level. 10 yds. HPH. Wt. 5¼ ozs. This model is popular because of its moderate capacity without excess weight. Retail 9.50. **Dealer 5.70.**

No. 16R86. Less 2% Net. Each 5.58

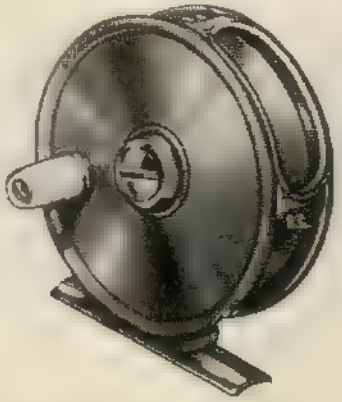
Martin Fly-Wate Model 48. Upright model automatic fly reel. Light in weight yet sturdy in construction. Free stripping; non-slipping silent winding mechanism; easy take down. Green anodized finish. 225 foot G line capacity. Retail 9.95.

No. 16R84. Each 5.85



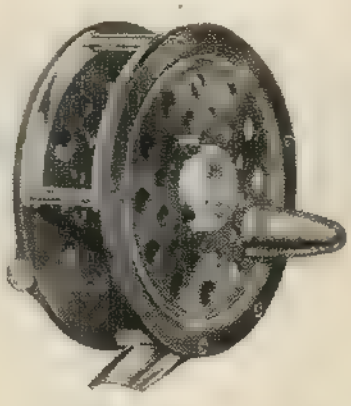
Ocean City Fly Reel No. 35. Light weight aluminum reel, finished in green baked crystal. Equipped with Duo Drag adjustable lever and silent drag. Chrome line guide and aluminum spool. Weight 5 oz. 60 yards line capacity. Retail 2.75.

No. 16R117. Each. 1.62



Ocean City Plymouth Fly Reel No. 76. Constructed of one-piece aluminum with gun-metal finish this reel can be used as a right or left hand model. Aluminum spool, silent type drag, cork coin screw take apart. 60 yards capacity. Retail 5.00.

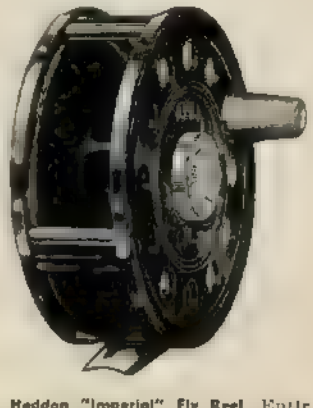
No. 16R110. Each. 2.94



Pflueger Medalist Reel. An outstanding reel of the Trout and Salmon class. Stainless steel line guard, adjustable reel, satin finish, and gun metal finish. Exclusive adjustable weight feature.

No. 16R32. 5¼ oz. Retail 9.00 Each 5.78

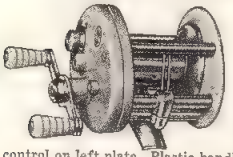
No. 16R33. 6 oz. Retail 9.50. Each 6.12



Heddon "Imperial" Fly Reel. Entire frame and spool are of die-cast aluminum anodized in the dull, black finish. Roller line guide has a rectangular opening and smooth running roller at top and bottom. Bearings are of steel and bronze. Click and ratchet gear are heat treated steel. Weight 5 oz. Diameter 3¼ inches. Retail 12.00. **Dealer 7.20.**

No. 16R37. Less 2% Net. Each. . 7.06

No. 1950 Ocean City Reels

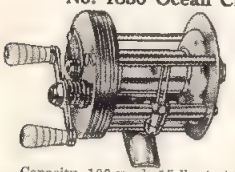


Calibrated backlash control wheel. Streamlined and exceptionally light weight of Zephaloy plastic. Improved level wind mechanism. Oilite self-lubricating bearings. Handy click control on left plate. Plastic handle knobs.

Capacity 100 yards 15 lb., test line. Plate diameter 2 inches, pillar length 1⅛ inches. Weight 6 ounces.

No. 1950 Ocean City Reels .....Each 10.00

No. 1850 Ocean City Reels



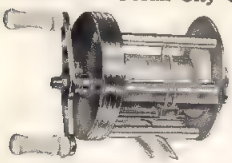
Level wind, lightweight bait casting reel. Smoothkaster control to prevent over-run.

Well cut gears with Oilite bearings. Click button on left sideplate. Plastic handle knobs. Gun metal finish.

Capacity, 100 yards 15 lb., test line. Plate diameter 2⅛ inches; pillar length 1⅝ inches. Wt., 6 oz. Individually packed.

No. 1850 Ocean City Reels .....Each 8.50

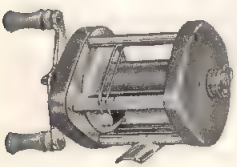
No. 1970 Ocean City Casting Reels



Beautiful and smart appearing level-wind reel; Ocean City smoothkaster control; light weight true running spool and permanent cork arbor. Smooth spiral cut gears and Oilite self-lubricating spool spindle bearings; hardened stainless steel level-wind pawl and protective cap. Line capacity, 100 yds. 15 lbs. test, silk or nylon. Gear ratio: 4 to 1. Plate diam. 2⅛ in. Pillar length, 1⅛ in. Packed singly.

No. 1970 Ocean City Reels (Wt. 7.9 ozs.) ...Each 6.50

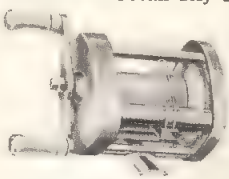
No. 1600 Ocean City Casting Reels



Level-wind mechanism has troublefree hardened steel pawl with protective cap. Smoothkaster anti-back lash control. Oilite lubrication thruout. Sideplates, hard aluminum with satin-like lacquer finish. One piece frame. Spool has aluminum flanges and permanent cork arbor. Line capacity: 100 yards, 15 pound test silk or nylon. Gear ratio: 4 to 1. Plate diameter, 2⅛ inches. Pillar length, 1⅝ inches. Weight 7.4 ounces. Packed singly.

No. 1600 Ocean City Casting Rods .....Each 5.00

No. 1591 Ocean City Casting Reels

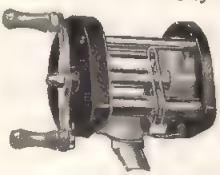


Made with popular tear-drop shaped sideplates in handsome maroon finish.

Smoothkaster anti-backlash control located on left plate. Aluminum spool and a cork arbor. Fitted with Oilite bearings thruout. Smooth spiral cut gears and protective cap over wind pawl. Exposed parts chrome-plated. Line Capacity: 100 yds. 15 lb. test, silk or nylon. Gear ratio: 4 to 1; plate diam. 2⅛ in. Pillar length 1⅝ in. Wt. 6.5 ozs. Packed singly.

No. 1591 Ocean City Reels .....Each 4.00

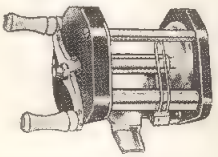
No. 1581 Ocean City Casting Reels



Streamlined design incorporating a smooth running level-wind. Has strong frame, smooth gears; all exterior parts, heavily nickel plated Weight 6.3 ozs. Line capacity: 100 yds. 15 lb. test, silk or nylon. Gear ratio: 4 to 1; plate diam. 2⅛ in. Pillar length 1⅝ in. Packed singly.

No. 1581 Ocean City Reels .....Each 2.75

No. 1529 Ocean City Casting Reels

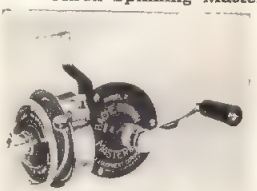


Level winding, with strong frame and black bakelite sideplates. Exterior parts of heavy nickel plate. Double handle knobs of white plastic. Click control button. Well cut gears.

Capacity, 100 yards 15 lb. test line. Plate diameter, 2⅛ inches; pillar length 1⅝ inches. Weight 6¼ ounces. Individually packed.

No. 1529 Ocean City Casting Reels .....Each 2.00

Airex Spinning Mastereels

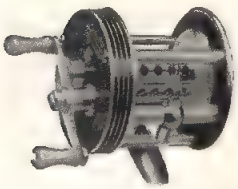


Mastereel is ideal for overgrown and bush streams. In spinning, a cast can be made without backlash. Made with anti-reverse lock control preventing handle turning backwards when fish is pulling on line. Also affords free use of left hand to adjust brake control or to take net. Made from strong but light aluminum alloys; moving and working parts, monel metal, and stainless steel; oilite bronze bearings. Capacity 200 yards, 8 pound braided nylon line. Gear ratio 3.66 to 1. Weight 8 ounces.

Airex Spinning Mastereels .....Each 22.50

Prices shown are based on manufacturers' list.

No. 310 Langley Casting Reels

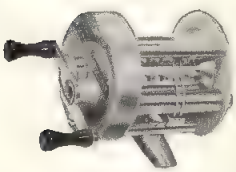


Streamlite
A level wind casting reel for all fresh water fishing. Light 5 oz. weight allows hours of long-distance back-lash free casting without arm fatigue. Bridge unit holds assembly to housing by 2 screws. Gears will not fall out on removal of unit for cleaning.

Anti-Inertia spool of strong aluminum and stainless steel alloy. Bearings, special alloy. Line guide, and simple working level wind mechanism. Polished black alumilite finish and chrome trim. Easy adjustment for drag and back-lash-control. Spool diam. ¾ inch. Spool width 1¾ inch. Reel wt. 5 ozs. Packed singly.

No. 310 Langley Casting Reels .....Each 12.50

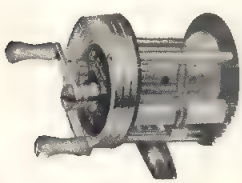
No. 350 Langley Casting Reels



Lakecast
Standard level wind reel providing outstanding casting performance at low cost. Extremely light in weight and made with popular anti-inertia spool and spool control cap. All working gears quickly removable in 1 unit. Spool, strong aluminum and stainless steel alloy. Bearings, long wearing alloy steel. Level wind mechanism is a simple working line guide unit of conventional design. Fitted with easy adjustable control of drag and back-lash without sacrifice of casting distance. Polished grey alumilite finish. Spool, diam. ¾ in., width 1¾ in. Weight 6 ozs. Packed singly.

No. 350 Langley Casting Reels .....Each 8.75

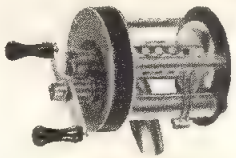
No. 370 Langley Casting Reels



Deluxe Lakecast
Standard level wind reel in the medium cost field, with anti-inertia spool and improved gear box control. On casting, the spool starts and stops with the lure regardless of weight. Allows perfect casts to spots 100 ft. away without back-lash. Spool, strong aluminum and stainless steel alloy. Gear assembly can be quickly removed from box in one unit. Long wearing alloy bearings, level wind mechanism and easy adjustment control of drag and back-lash. Spool: Width 1¾ in. Diam. ¾ in. Reel weight 6 ozs. Polished grey alumilite finish.

No. 370 Langley Casting Reels (Pckd. singly) Ea. 10.50

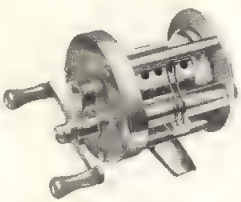
No. 380 Langley Casting Reels



Castrite
Standard level wind reel; gear box control, with such Langley features as anti-inertia spool, spool control cap, quiet operating gears accessible without disassembly etc. On casting, spool starts and stops with any weight lure, facilitating perfect casts to spots 100 ft. away; no drag; stops instantly when lure strikes water and with no back-lash. Has beautiful black band on housing and attractively finished front and end plate. Spool: Diam. ¾ in. Width 1¾ in. Reel wt. 5 ozs. Packed singly.

No. 380 Langley Casting Reels .....Each 6.75

No. 500 Langley Reelcast Reels

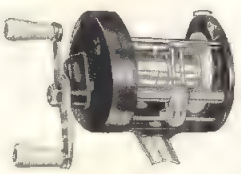


Standard level wind reel with a natural metallic finished shell shaped housing. Has anti-inertia spool eliminating fly wheel action causing casting drag and back-lash. Gears removable in one unit for oiling and cleaning.

Spool bearings long wearing alloy steel. Personal adjustment cap has binder and thrust washer permitting easy adjustment. Reel starts quickly with no drag. Stops instantly when lure strikes the water. Beautiful black band on housing; attractive front and end plate. Spool: Diam. ¾ in., width 1¾ in. Reel wt. 5 ozs. Packed singly in carton.

No. 500 Langley Reelcast Reels .....Each 5.00

No. 2000 Ocean City Casting Reels

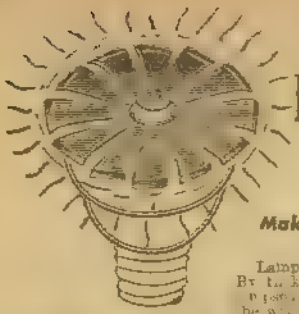


Both a tournament and service reel built for easy and farther casting and readily responding to casting control. Suitable for the most expert angler. Has 1 piece Zephaloy frame engineered for positive alignment of spindles, spool and gear centers. Bearings assure a life-time of friction-free service. Level-wind mechanism velvet-smooth in action. Built with spur cut gears and heat-treated stainless steel pawl with screw-on type cover. All exterior metal parts anodized forest-green or heavily chromium plated. Plastic sure-grip knobs. Reel supplied in a protective chamois container with operating instructions and lubricant. Line capacity, 100 yds. 15 lb. test, silk or nylon. Gear ratio: 4 to 1. Plate diam. 2 in. Pillar length 1½ in. Wt. 6 ozs. Pckd. singly.

No. 2000 Ocean City Casting Reels .....Each 20.00

Prices shown are based on manufacturers' list.

Make Your Own Action Lamps, Pictures, Fireplaces, Etc.



Make Pictures Spring to Life; Realistic Burning, and Waterfall Scenes

Lamp manufacturers use them to give lamps action. By [illegible] the light it makes a forest fire scene or [illegible] life, a waterfalls scene looks like [illegible] etc. [illegible] to make

SCENE IN ACTION LAMPS, FIREPLACES, PICTURES, Etc.

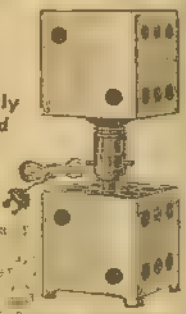
Sits on Any Lamp; Revolves From Heat of Lamp; No Motor; No Springs; No Mechanism; Yet Lively Action All the Time!!

The most amazing thing your friends have ever seen. How it works: It is attached to lamp so that pin is upright, spinner rests on pin. When lamp is turned on, heat from the lamp causes spinner to turn. Reflector blades cause light to flicker. **No Motor—no springs**—the heat from the lamp does the work. Use colored lamps to get even more dazzling effects.

No. 4328. COMPLETE ACTION UNIT. Postpaid 75c

7-11 Lucky Dice Electric Lamp

Opal Glass With Brilliantly Colored Dots



Make [illegible] dots in brilliant colors. [illegible] inches [illegible] with [illegible] high socket. [illegible]

No. 6172 [illegible] $2.98

BULLET LAMP

Puts the Light Where You Want It!

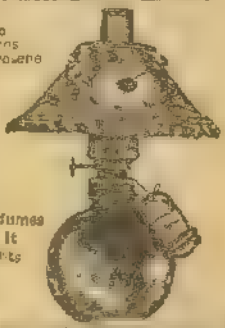
—For Reading in Bed
—Typing or Sewing
—Repair Work
—Shop or Office
—Any Close Work

Eliminates eye strain & fatigue. [illegible] to any angle—does not disturb others. Attractive colorful, bakelite walnut, ivory, blue, etc. [illegible] and plug.

No. 6169. Postpaid . $2.95

PERFUME LAMP

Also Burns Kerosene



Perfumes As It Lights

[illegible] perfume as it burns. [illegible] and odors and moods. Very attractive in appearance. Complete with perfume oil.

No. 8931 Postpaid . $1.29
No. 4321. Gardenia Lamp Oil Per Bottle Postpaid 69c

MODEL SHIP LAMP

No. 6173 Ship Lamp Postpaid. $7.95

Airliner Plane Lamp

All metal [illegible] current [illegible] lamp with lovely glow illuminating the wings and giving regular lamp effect. [illegible] with. Complete with tubular bulb, cord, ready for use.

No. 6170 AIRPLANE LAMP Postpaid $7.95

These Beautiful Translucent Model Ship & Plane Lamps Must Be Seen to Be Fully Appreciated! Large in Size!

The WEATHER COTTAGE

A Very Pretty Novelty For Indicating Weather

Church Weather Chapel

Object of beauty. Gen[illegible] [illegible] [illegible] [

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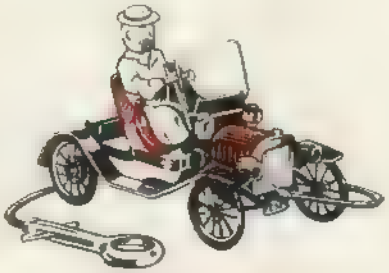

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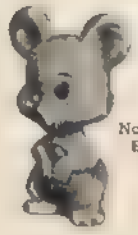
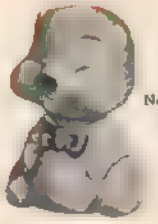


No. 615 Bear

Animal Approx 3¾" Tall
Retail Price 25 each

No. 620 Duck



No. 610 Pig

No. 605 Elephant

Roly Polys
Retail Price
49 ea

5¾" Tall

No. 643 Sambo
Roly Poly – Black

No. 626 Animal Plaques
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A REALLY HOT ITEM

Size 4"x4"

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Roly Poly Red & Yellow

No. 671 Circus Trio Package
Pink & Blue Box Retail $1.00 each

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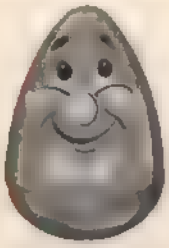

No. 639 Humpty Dumpty
Roly Poly — Yellow – Red

No. 673 Circus Deluxe Package
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No. 631 Pig Bank No. 635 Duck Bank
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- ★ MORE ATTRACTIVE STYLING
- ★ HIGH IN QUALITY
- ★ LOW IN PRICE
- ★ YEAR ROUND FAST SELLERS

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On Complete Sample Line!

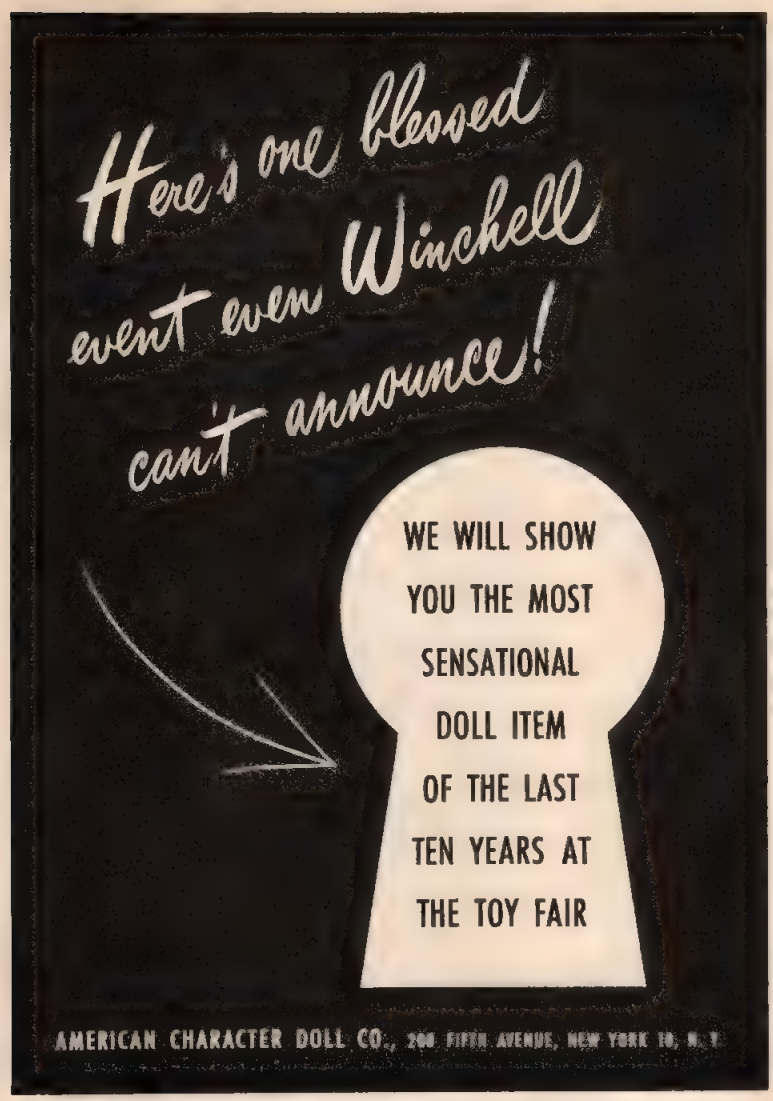
No. 1175
14"
Girl with
Moving Eyes

No. 120
8½"
Plastic Doll

ALLIED-GRAND
DOLL MANUFACTURING CO., INC.
72 Nostrand Avenue Brooklyn 5, N. Y.
Telephone: ULster 5-3773

OVER
30

SEE US AT THE TOY FAIR ROOMS [illegible]


Here's one blessed event even Winchell can't announce!
WE WILL SHOW YOU THE MOST SENSATIONAL DOLL ITEM OF THE LAST TEN YEARS AT THE TOY FAIR
AMERICAN CHARACTER DOLL CO., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

To Be Sure — Insist On

Schoenhut PIANOS

Famous for tonal quality, design and workmanship for almost 4 generations, Schoenhut pianos again set the pace for 1950 with a noteworthy line featuring

PLASTIC KEYS and HALFNOTES

Our strikingly new in-tune-with-the-times models are the result of 78 years of "know how" in producing the finest pianos obtainable. And now is the time to feature

4-5-6 PICK-UP-STICKS

The history making game that sells itself

METALLOPHONES

Displayed during the Toy Fair and all the year at our

78 Years

NEW YORK SHOW ROOM

MOSELEY & ABRAHAMS

ROOM 315

200 FIFTH AVENUE

O. SCHOENHUT, Inc.

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The new doll that cries with REAL tears!

5,200,000 FAMILIES
saw this full page ad
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MILLIONS
more will see
"Tiny Tears"
in action on
television programs
all over the
country.

Take advantage of the powerful advertising and publicity behind "Tiny Tears". Phone or wire your order NOW!

AMERICAN CHARACTER DOLL CO., 200 Fifth Avenue, New York 10, N. Y.

American-Made Dinnerware Sets

"Golden Sunset"

A simple, lovely dinnerware that will please guests and hosts alike. Dainty white flowers and lovely soft green leaves on creamy white background. Lustrous maroon border with an exquisite 22 Karat gold lace overlay design

Sugg. Retail

5248XT-1945—53-Pc. Service for 8..... $25.95
5248XT-3740—93-Pc. Service for 12..... 49.95

"Buckingham"

"Buckingham" is distinguished in its elaborate decoration, richness of detail and artistic perfection. Formal type decoration with maroon lines and 22 Karat gold line on the edge. Fine white glaze

Sugg. Retail

5250XT-2245—53-Pc. Service for 8.....$29.95
5251XT-4195—93-Pc. Service for 12..... 55.95

"Golden Empress"

"Golden Empress" is new excitement on your table. The beauty of this set is enhanced by a colorful center of colonial figures. Solid gold covers the entire rim . . . gold lace border extends below the shoulder. Made of highest grade American Porcelain.

Sugg. Retail

5252XT 3000—53-Pc Service for 8 . . . . $39.95
5253XT 6000—93-Pc Service for 12..... 79.95

For Set Compositions See Bottom of Page—Sets Shipped F.O.B. New York or Chicago

"Golden Dresden"

Attractive floral center in varied colors is enhanced by 22K gold scroll. Rim is embellished with 22K gold medallions and edge line. This fine Heritage dinnerware is adapted from fine old imported patterns.

Sugg. Retail

5233XT-2140—53-Pc Service for 8.....$28.50
5234XT-4040—93 Pc. Service for 12..... 53.95

"Cranford"

This fine Heritage ware carries an unusually beautiful bouquet in the center. All colors blend perfectly and each piece is trimmed with 22K gold lines, Arcon shape. A true value in every respect.

Sugg. Retail

5235XT-905 —32-Pc. Service for 6.....$12.10
5236XT-1640—53-Pc. Service for 8..... 21.95

"Wild Rose"

The beauty of this design is achieved by hand painting, hermetically sealed under the glaze—cannot wash or wear off. Delicate, realistic flowers on graceful, embossed lonic shape dinnerware make a beautiful decorative effect

Sugg. Retail

5237XT-905 —32 Pc Service for 6 . . . $12.10
5238XT-1640—53 Pc Service for 8..... 21.95

Set Compositions for "Golden Dresden"—"Cranford"—"Wild Rose." F.O.B. New York or Chicago
"Golden Sunset"—"Buckingham"—"Golden Empress"

32 Pc. Service for 6
Shipping Weight 17 Lbs

6 Tea Cups
6 Tea Saucers
6 B. & B. Plates, 6"
6 Dinner Plates, 9¼"
6 Sauce Dishes
1 Platter, 11"
1 Open Veg. Dish

53 Pc. Service for 8
Shipping Weight 35 Lbs

8 Tea Cups
8 Tea Saucers
8 B. & B. Plates, 6"
8 Dinner Plates, 10¼"
8 Sauce Dishes
8 Soup Plates
1 Covered Sugar (2 pcs.)
1 Cream Pitcher
1 Platter, 13"
1 Open Veg. Dish

93 Pc. Service for 12
Shipping Weight 60 Lbs.

12 Tea Cups
12 Tea Saucers
12 Fruits
12 B. & B. Plates, 6"
12 Dinner Plates, 10"
12 Salad Plates, 8"
12 Coupe Soups
1 Gravy Boat
1 Open Veg. Dish
1 Covered Veg. Dish (2 pcs.)
1 Cream Pitcher
1 Covered Sugar (2 pcs.)
1 Platter, 12½"
1 Platter, 10"

Order from Nearest Shipping Point—New York or Chicago

Dinnerware Sets

"Dogwood"

Dainty white flowers and lovely soft green leaves are hand-painted on beautiful white Lecot china so realistically in this lovely "Dogwood" pattern. Richly encircled with coin gold edges. A simple, lovely dinnerware that will please guests and hosts alike.

	Sugg. Retail
5224XT-3864—26-Pc. Service for 4.....	$ 46.25
5225XT-4728—37-Pc. Service for 6	67.00
5226XT-7626—53-Pc. Service for 8	106.75

F.O.B. New York or Chicago.

"Blue Flower"

Hand-painted, blue flower sprays on delicate white china make this an unusually attractive set of Lecot dinnerware. The beauty of decoration is enhanced by rich, coin gold edges and handle trim.

	Sugg. Retail
5227XT-2976—35-Pc. Service for 4	$42.00
5228XT-4371—53-Pc. Service for 6	82.00
5229XT-7023—53-Pc. Service for 8. . . .	99.00

F.O.B. New York or Chicago.

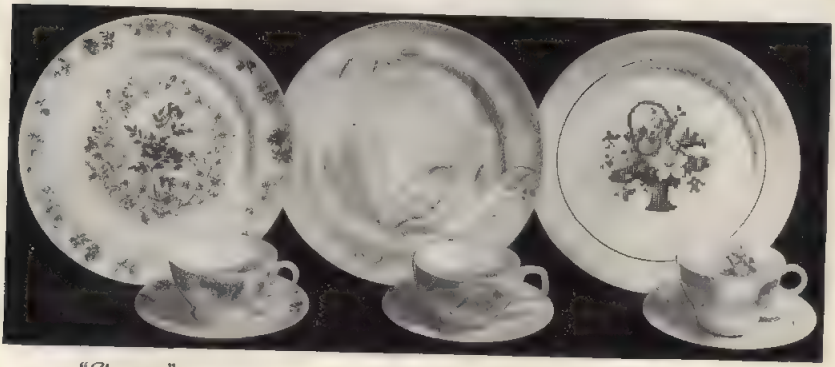
"Rose in Green"

Rose Sprays hand paint d in fresh green color on pure white Lecot china are an attractive decoration that will create a striking effect in table setting. Edges are coin gold trimmed. A true example of beauty of color and expensive trim.

	Sugg. Retail
5230XT-2976—35-Pc. Service for 4 . .	$42.00
5231XT-4371—53-Pc. Service for 6 ...	82.00
5232XT-7023—53-Pc. Service for 8 ..	99.00

F.O.B. New York or Chicago.

For Set Compositions of "Dogwood"—"Blue Flower"—"Rose in Green"—See Page 222



"Shantung"

Exquisite floral decoration throughout in Chinese modern motif with attractive center and open border combining deep pinks, yellows, greens and soft blues. "Shantung" is a pattern that will harmonize with any color scheme.

	Sugg. Retail
5242XT-2080—53-Pc. Service for 8.....$27.75	
5243XT-3895—100-Pc. Service for 12.....	51.95

F.O.B. Ohio Factory.

"Fantasy"

This new pattern was created by one of America's foremost Ceramic designers, a leader in modern dinnerware styling. "Fantasy" is a modern flowing type of decoration featuring large leaves of gray and chartreuse with dainty salmon colored dots accenting the design.

	Sugg. Retail
5244XT-1935—53-Pc. Service for 8.....$25.80	
5245XT-3620—100-Pc. Service for 12.....	48.30

F.O.B. Ohio Factory.

"Basket Petit Point"

A quaint old-fashioned petit point design that's stealing America's heart. A delicate brown wicker basket of flowers in shades of old rose, yellow, orange and lavender, as fresh in color and dainty in detail as the work in Grandma's sewing basket. A 22 Karat gold band encircles the verge of each piece.

	Sugg. Retail
5246XT-905—35-Pc. Service for 8.....$12.10	
5247XT-1445—53-Pc. Service for 8.....	19.25

F.O.B. Ohio Factory.

For Set Compositions of "Shantung"—"Fantasy"—"Basket Petit Point"—See Page 225

American-Made Dinnerware Sets

"Carolyn" Service Plate

	Sugg. Retail
5313XT-1390—1 doz. Blue Border	$18.60
5316XT-695—½ doz. Blue Border	9.30
5317XT-1390—1 doz. Maroon Border	18.60
5318XT-695—½ doz. Maroon Border	9.30

11½" Service Plate with beautiful, colored "Carolyn" Rose Bouquet center and wide blue or maroon border with gold filigree overlay and gold edge band.

F.O.B. Chicago or New York

COMPOSITION OF DINNERWARE SETS

35 Piece Set
Shipping Wt. 25 lbs.

6 Cups, 6 Saucers, 6 Dinner Plates, 9", 6 B & B Plates, 6", 6 Fruits, 1 Meat Platter, 11", 1 Open Veg. Dish, 8", 1 Cov. Sugar (2 pcs.), 1 Cream Pitcher

53 Piece Set
Shipping Wt. 38 lbs.

8 Dinner Plates, 10", 8 Saucers, 8 B & B Plates, 6", 8 Coupe Soups, 7", 8 Fruits, 8 Cups, 1 Cov'd Sugar (2 pcs.), 1 Cream Pitcher, 1 Meat Platter, 13", 1 Open Veg. Dish, 8"

100 Piece Set
Shipping Wt. 80 lbs.

12 Cups, 12 Saucers, 12 Dinner Plates, 10", 12 Pie Plates, 7", 12 B & B Plates, 6", 12 Coupe Soups, 7", 12 Fruits, 8 Oatmeals, 1 Meat Platter, 11", 1 Meat Platter, 13", 1 Open Butter, 1 Gravy Bowl, 1 Cream Pitcher, 1 Cov. Sugar (2 pcs.), 1 Cov. Veg. Dish (2 pcs.), 1 Rd. Open Veg. Dish, 8"

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not [illegible] which Bennett Brothers sell.—See Page 419 for Trade Information.

"Godey" Service Plate

	Sugg. Retail
5056XT-1435—1 doz. Blue Border	$19.50
5056½XT-750—½ doz. Blue Border	9.95
5057XT-1435—1 doz. Maroon Border	19.50
5057½XT-750—½ doz. Maroon Border	9.95

11½" Service Plate with picturesque Godey print in center and wide blue or maroon border with gold filigree stamp and gold edge band.

F.O.B. Chicago or New York

"Bryn Mawr" Dinnerware Services

	Suggested Retail
5102XT-1690—53-pc. Service	$22.50
5103XT-3165—100-pc. Service	42.20

Graceful Symphony shape with pastel violet and pink flower d coration with a platinum line on the edge, makes a combination of rare beauty, simple enough for every-day use and yet reflecting an air of elegance.

Shipped From Factory—F.O.B. Salem, Ohio

The "Trianon"

"Trianon" Dinnerware Services

	Suggested Retail
5164XT-1660—53-pc. Service	$21.85
5165XT-3075—100-pc. Service	41.00

Tiny swirls and feathery formations done in rich gold trim are reproduced in four spot designs connected by a graceful golden chain of dots and circles on gleaming white ground. Edges striped in gold and all handles have gold line trim.

Shipped From Factory—F.O.B. Salem, Ohio

"Lansdowne" Dinnerware Services

	Suggested Retail
5219XT-1885—53-pc. Service	$25.15
5220XT-3530—100-pc. Service	47.10

New—and as colorful as an English cottage garden. Full floral border and large center cluster in full color combining lavender, rose, yellow, green and blue, gold tracing on handles.

Shipped From Factory—F.O.B. Salem, Ohio

"Godey" Dinnerware Services

	Suggested Retail
5058XT-1060—53-pc. Service	$14.15
5059XT-1690—53-pc. Service	22.50

Beautiful Victorian Godey prints, which are so much in vogue today, on the new and popular Victory shape. The color of the body is white and the rich blues, greens and pastel colors in the print stand out in sharp beauty.

Shipped From Factory—F.O.B. Salem, Ohio

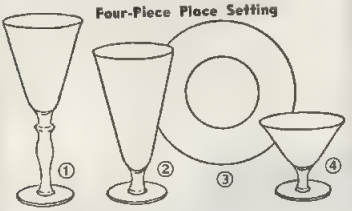
Rare Beauty in Fine Dinnerware Services

Glassware

Glittering, gleaming hand-cut stemware by artist craftsman whose deft touch has captured the spectrum of the rainbow in the sparkle and brilliance of these *fine rock crystal cuttings*. With equal skill, this crystalware of high lead or lime content has been hand-blown to delicately graceful, slender forms to complement with its beauty many patterns of fine silverware and dinner services. The House of Bennett is pleased to offer four selective patterns of unusual distinction and charm. F.O.B. Buffalo, N. Y.

"*Brunswick*" Majestic stemware with lavish brilliant, polished hand cutting on lime crystal. Pattern artistically repeated on stem and foot

Four-Piece Place Setting



"*Chateau Rose*" The loveliest of flowers delicately hand-cut in clear ringing lead crystal. Fluted stem and hand cut foot

SERVICE FOR FOUR—16 Pieces

Consists of four place settings—each place setting consists of four pieces (goblet, iced tea, salad plate and low sherbet) pictured in the shape diagram above.

Number	Description	Suggested Retail
7197XT-1160	16-pc. set "Monogram"	$17.40
7208XT-1580	16-pc. set "Brunswick"	23.70
7219XT-2065	16-pc. set "Cameo"	30.95
7230XT-3000	16-pc. set "Chateau Rose"	45.90

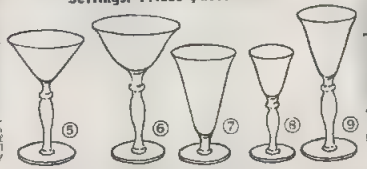
"*Monogram*" Hand blown lime crystal personalized with your monogram of three initials with dominant initial of last name in center. Mark plainly which letter is initial of last name.

SERVICE FOR EIGHT—32 Pieces

Consists of eight place settings—each place setting consists of four different pieces pictured in the shape diagram above.

Number	Description	Suggested Retail
7198XT-2265	32-pc. set "Monogram"	$33.95
7209XT-3105	32-pc. set "Brunswick"	46.60
7220XT-4075	32-pc. set "Cameo"	61.15
7231XT-6070	32-pc. set "Chateau Rose"	91.00

Extra Glassware for Additions to Place Settings. Prices Quoted Below.



"*Cameo*" Gray cut in cameo debeach on glittering, bell tone lead crystal. Slender and tapering in the Swedish style

NOTICE: PRICES SHOWN BELOW ARE FOR FOUR PIECES OF ANY ONE ARTICLE

Shipped from Factory F.O.B. Buffalo, N.Y.

'Brunswick' Pattern				'Chateau Rose' Pattern				Article		"Cameo" Pattern				Monogram' Pattern			
Article Number	Approximate Height	Approximate Size	Suggested Retail	Article Number	Approximate Height	Approximate Size	Suggested Retail	Number in Diagram	Priced in Units of 4	Article Number	Approximate Height	Approximate Size	Suggested Retail	Article Number	Approximate Height	Approximate Size	Suggested Retail
7198XT-370	8¼"	9 oz.	$3.50	7221XT-700	8¾"	9 oz.	$10.50	1	GOBLET	7210XT-475	7¼"	9 oz.	$7.15	7188XT-315	7¾"	9 oz.	$4.75
7200XT-370	6"	5 oz.	5.50	7222XT-700	7"	2 oz.	10.50	2	ICED TEA	7211XT-475	7½"	12 oz.	7.15	7188XT-316	7¾"	12 oz.	4.75
7207XT 550		5 in	8.25	7223XT-1045		8 in.	15.70	3	SALAD PLATE	7212XT-715		8 in	10.75	7196XT 295		8 in	4.45
7201XT 370	4¾"	6 oz.	5.50	7223XT-700	3¾"	6 oz.	10.50	4	LOW SHERBET	7212XT-475	6¾"	8 oz.	7.15	7190XT-315	5¼"	6 oz.	4.75
7204XT-370	5½"	8 oz.	5.50	7228XT 700	5¾"	3 oz.	10.50	5	COCKTAIL	7218XT-475	4½"	3 oz.	7.15	7193XT-315	4¾"	3 oz.	4.75
7202XT-370	6"	6 oz.	5.50	7224XT 700	6¾"	6 oz.	10.50	6	TALL SHERBET	7213XT-475	6¼"	6 oz.	7.15	7191XT-316	5¼"	6 oz.	4.75
7203XT 370	4¾"	5 oz.	5.50	7226XT-700	5"	5 oz.	10.50	7	FRUIT JUICE	7214XT-475	5¼"	5 oz.	7.15	7192XT-315	6"	5 oz.	4.75
7205XT-370	3½"	1¾ oz.	5.50	7227XT-700	5"	1½ oz.	10.50	8	CORDIAL	7216XT-475	4"	1¾ oz.	7.15	7194XT-315	4¼"	1¾ oz.	4.75
7206XT-370	5½"	2¼ oz.	5.50	7228XT-700	6½"	2¼ oz.	10.50	9	WINE	7217XT-475	6¼"	2¼ oz.	7.15	7195XT-315	6¼"	2¼ oz.	4.75

Specify Catalog Number, Article and Name of Pattern

FRED ARBOGAST LURES

Here is the famous jitterbug bait. A sure bass getter. Floats when at rest, and when retrieved makes plenty of noise and surface wobble. Wt. ⅝ ounce. 6 assorted colors to a carton.

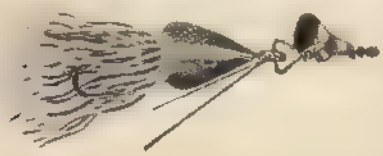
No. 18R147. Per ozen..... **8.55**

Hula Dancer. A deep running bait with pliable rubber tail, weight ⅝ ounce. ½ dozen assorted colors to a carton.

No. 18R157. Per dozer . .. **8.55**

Hawaiian Wiggler No. 1. A deep running lure with single spinner. Ideal for fishing in weeds. Complete with rubber skirt. ½ dozen assorted colors in carton.

No. 18R148. Per dozen.....**7.76**



Hawaiian Wiggler No. 2. Designed for shallow fishing. This lure works just below the surface. Complete with rubber skirt. ½ dozen in carton.

No. 18R149. Per dozen **7.76**

Hawaiian Wiggler No. 3. Designed for fishing in heavily weeded areas or lily pads. Ideal for bass and pickerel. ½ dozen assorted colors in carton.

No. 18R150. Per dozen.....**7.76**

Hawaiian Sputterfuss. A noisy fast surface bait. Is sure to provide plenty of fish. ½ dozen assorted colors in carton.

No. 18R158. Per dozen **7.76**

TRUE TEMPER LURES

Fred Arbogast's Rubber Hula Skirts. Gives added action to any lure. Attached regular style, it makes a slender, crippled minnow bait. Attached backwards, it makes a short, wide lure with violent action. Assorted colors. Packed one dozen.

No. 18R160. Small size (20 tails) Per doz. **1.20**
No. 18R159. Large size (40 tails). Per doz. **1.96**

Quick Change Hula Skirt. Snap attachment with small skirt, to fit all makes of treble hook lures. Assorted colors. Packed one dozen.

No. 18R156. Per dozen... .....**1.76**

True Temper Crippled Shad. Designed for surface feeding fish. When retrieved slowly or rapidly, it has perfect wounded minnow action. Finished in six colors.

No. 18R72.	Shad finish. Per dozen....	**8.82**
No. 18R72/1.	Chub finish. Per dozen	**8.82**
No. 18R72/2.	Perch finish. Per dozen ...	**8.82**
No. 18R72/3.	Pearl finish. Per dozen.....	**8.82**
No. 18R72/4.	White and Red. Per dozen..	**8.82**
No. 18R72/5.	Black and White. Per dozen	**8.82**

True Temper Speed Shad. An underwater bait that goes down where the fish are. Depth is controlled by speed of retrieve. Fast, snappy action. Finished in six colors.

No. 18R71.	Shad finish. Per dozen.....	**8.82**
No. 18R71/1.	Chub finish. Per dozen.....	**8.82**
No. 18R71/2.	Perch finish. Per dozen....	**8.82**
No. 18R71/3.	Pearl finish. Per dozen.....	**8.82**
No. 18R71/4.	White and Red. Per dozen..	**8.82**
No. 18R71/5.	Black and White. Per dozen	**8.82**

True Temper Dixie Wiggler. Carefully designed with weed free action. This bait casts like a bullet and rides through the water with hook in upright position. ½ dozen in display carton. Assorted colors.

No. 18R75/13. ⅜ oz., 2/0 hook. Per doz...**8.82**
No. 18R75/14. ½ oz., 1/0 hook. Per doz...**8.82**

True Temper Shimmy Wiggler. The improved Shimmy Wiggler ranks tops as a cast lure. Improved weed free action. Equipped with new pattern bucktail. Packed ½ dozen assorted colors in display carton.

No. 18R74/5. ⅝ oz., 3/0 hook. Per dozen...**8.82**
No. 18R74/6. ½ oz., 1/0 hook. Per dozen...**8.82**

True Temper Oriental Wiggler. A favorite for muskies, pike, large and small mouth bass. Body made of tenite, finished in red and white. Packed ½ dozen in display carton.

No. 18R73/3. ⅝ oz., 3/0 hook. Per doz...**8.82**
No. 18R73/4. ½ oz., 1/0 hook. Per doz... **8.82**

PFLUEGER AND SHANNON SPINNERS

Pflueger Luminous Tandem Spinner. Popular lure for every type of fishing. Spinners glow in water. Mounted with long shank bright treble hooks, with improved sliding sleeve hook connection. Gay colored water fowl feather. Packed one dozen.

No. 18R107. Size 2/0. Per dozen. **5.29**
No. 18R108. Size 1/0. Per dozen.....**6.35**

Bucktail Shannon Twin Spinner. Popular game fish lure, weedless and snagless. Extremely attractive and a positive hooker. Dressed on 4/0 hollow point Special Sneck Hook, with No. 2½ spoons. Assorted colors. Packed one dozen.

No. 18R258. Per dozen.....**8.82**

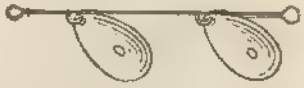
Jointed Shannon Twin Spinner. Streamlined and jointed for minnow action; weighted and balanced for easy casting and upright riding. Assorted color bucktails. Packed one dozen.

No. 18R259. Per dozen.....**8.82**

SPINNERS, BAIT HARNESS, UNCLE JOSH BAITS

Single Spinners. Carefully designed and well constructed. Made of brass in highly polished nickel plated finish. Mounted on tinned piano wire. Each on card. Three dozen in box.

No.	Size	Dozen
18R94	0	.45
18R95	1	.45
18R96	2	.45
18R97	3	.52



Double Spinners. Made of brass with high polished nickel plated finish. Mounted with nickel plated levis and beads on tinned piano wire. Each on card. Three dozen in box.

No.	Size	Dozen
18R99	D0	.66
18R100	D1	.66
18R101	D2	.66
18R102	D3	.75

Hildebrandt Single "Standard" Spinners. The original "spin-so-easy" lures. Ball-bearing blades, safety-pin fly changer, smooth top loop, hand polished brass or stainless steel spinners. Hand polished blades, spins medium. Nickel finish. Each on card, packed one dozen.

No.	Size	Per doz.
18R201	2/0H	1.06
18R202	0H	1.06
18R203	1H	1.06
18R204	2H	1.06
18R205	3H	1.06

Hildebrandt "Flicker" Spinners. Fast selling lures for all types of fishing. Hollow-point rustproof hooks, hand polished blades. Nickel finish. Each on card. Packed one dozen in display box.

No.	Size	Per doz.
18R210	0FL	2.12
18R211	1FL	2.12
18R212	2FL	2.47

Hildebrandt Double "Standard" Spinners. For rolly water, fishing deep, or trolling. Safety-pin fly changer, smooth top loops, hand polished blades, spins medium. Tinned or stainless steel shanks. Nickel finish. Each on card. Packed one dozen.

No.	Size	Per doz.
18R206	2/0HD.	1.76
18R207	0HD	1.76
18R208	1HD	1.76
18R209	2HD	1.76

Weller "Strip-On" Spinner. Short style. Has spoon 1⅛" long, polished nickel cut and rolled frame edged inside. Small diameter music wire shaft. Has 2/0 double hook, with an extra 1/0 hook furnished. Will take any size minnow. Length 7⅛". Each on card. Packed one dozen.

No. 18R213. Per dozen..... 3.18

Willowleaf Spinner Assortment. Gold finish. Supreme in construction, finish, performance. The blades are made of thin metal, insuring easiest spinning on a slow retrieve. Assortment contains 4 each size W-0, W-2, and W-3½, packed on attractive counter display panel.

No. 18R25
Per dozen spinners..... 1.76

Trolling June Bug Spinner with Glass Beads. Has standard size brass and nickel spoon, 36-inch wire with swivel and hook, split ring for attachment to give more action. Each on card.

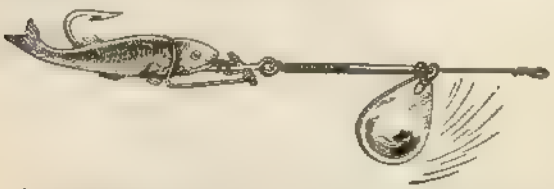
No. 18R231. Per dozen.... 1.54

June Bug Spinner with 1¼ inch spoon having brace to insure free spinning; has swivel and hook, quick change slide-coil, fastener, ornamented with glass beads. Length overall 7 inches. Six on perforated card.

No. 18R229. Gold and nickel. Dozen.. 1.38
No. 18R230. Red and white. Dozen.. 1.38

Weller "Strip-On" Spinner, Long Style. Polished nickel and red enamel spoon, 1⅛" long. Small diameter music wire shaft. Has 2/0 double hook. Length 3⅝". Each on card. Packed one dozen.

No. 18R214. Per dozen.. 3.18



Water Gremlin Minnow Harness. This minnow harness is made from the finest materials with the highest degree of workmanship throughout. It has been engineered and tested for real fishing results. The harness prevents the minnow from doubling up and swirling in water, and the double concave spinner gives fast action at the slowest speeds. Packed each on a card. One dozen in a box.

No. 18R3. Per dozen..... 3.54

Baby June Bug Spinner with gold and nickel spoon with brace to insure free spinning; has snap for quick change of fly or bait. Made for fly rod or casting rod for bass, trout, etc. Six on perforated card.

No. 18R227. Size-spoon ½ inch
Dozen..... 1.05

Pflueger Hanson Frog Harness. For harnessing frogs—keeps them alive while fishing. Bright tin plated long shank 4/0 Limerick hooks. Weed guard protects from fouling with weeds and also holds head of frog in proper position. Each on card. Packed one dozen in box.

No. 18R215. Per dozen..... 3.54

Uncle Josh Pork Rind—Bass Strip. Thin, uniformly flexible. Available in natural white. Length 4"; width ⅜". Packed 12 strips per jar, 1 dozen jars per carton. Shipping weight 5 lbs.

No. 19R157. Per dozen..... 2.82

Uncle Josh Pollywoggler. Fashioned from one piece of solid pork. Bait resembles a Polywog. White body with distinctive "side whiskers" of bright red flannel. Length 2¾", width ⅜". Packed 6 baits per jar, 1 dozen jars per carton. Shipping weight 5 lbs.

No. 19R159. Per dozen..... 4.59

Uncle Josh Green Frog. Unequalled for bass and Northern Pike. White solid pork body, with brilliant green back marked with lifelike spots. Extremely flexible legs. Length 2½", width 1". Packed 6 baits per jar, 1 dozen jars per carton. Shipping weight 5 lbs.

No. 19R158. Per dozen..... 4.59

SOAPBOX DERBY AUTOMOBILE
CATALOG No. 800
$7.98 Suggested Retail

TOWN & COUNTRY COLLAPSIBLE PRAM
CATALOG No. 550
$4.98 Suggested Retail

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CATALOG No. A250
$2.48 Suggested Retail

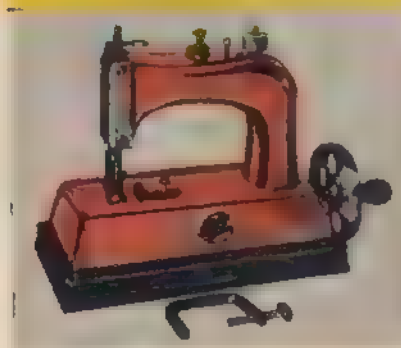
FOLDING DOLL STROLLER
CATALOG No. 400
$2.98 Suggested Retail

JUNIOR MISS DOLL SULKY
CATALOG No. 200
$1.98 Suggested Retail

JUNIOR MISS SEWING MACHINE
CATALOG No. 650
$5.98 Suggested Retail

MINIATURE PRESS
CATALOG No. 500
$4.98 Suggested Retail

LITTLE MOTHER SEWING MACHINE
CATALOG No. 350
$2.98 Suggested Retail



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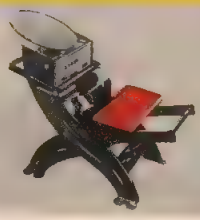

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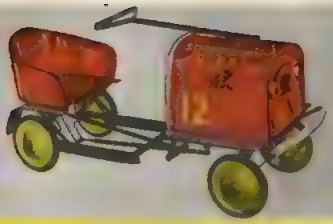

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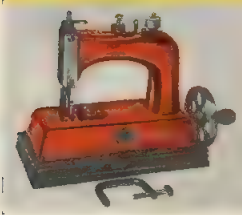
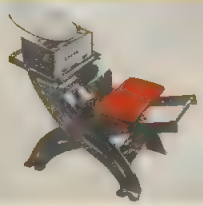




Realistic "Operation Airlift"

On the first anniversary of the historic Operation Airlift, the dramatic U. S. Air force feat that fed and fueled Berlin, Automatic Toy Company, Staten Island, New York, introduces its own *"Operation Airlift,"* a toy that realistically marks the triumphant event.

B. N. Cantor, president of Automatic, famous for its "Futurmatic" toys, was in Europe when the actual airlift was in full swing. He saw U. S. Army and Navy transports overcome the Russian blockade. Later, recalling the tremendous action that took place as transport after transport lumbered into the air strips with their precious cargoes, he was struck with the idea of a toy that would faithfully commemorate the highly dramatic airlift.

Automatic's "Operation Airlift" does this faithfully and well. As the toy's huge transport circles, a fighter escort overtakes it, darts off, and overtakes it again, protecting the heavier cargo plane. The action is vivid, exciting—in the manner of the real action that fired the imagination of the whole world.

Required Long Research

Months of painstaking research and experimentation went into this fascinating toy that will capture the imagination of adult and child alike. An ingenious motor arrangement permits the escort plane and the transport to operate at different speeds, although both planes are mounted on a single shaft with but one source of power. Variable slow, medium or fast speeds are also possible—at the mere flick of the control lever.

The toy's tower, strikingly executed in a brilliant patriotic motif, is designed to give full play to every whim of a junior or senior pilot. There is "automatic radar, a radio room, and several floors of airport control." Everything—design, colors, action have been coordinated masterfully and stimulatingly.

Like all Automatic toys, the exclusive "Futurmatic" motor runs for almost five minutes without rewinding, providing ample time for the child to enjoy the action.

"Operation Airlift" is 6" by 6" with arms extending 12 inches. Packed one dozen to a carton that features sales-compelling lithography, this toy promises to meet with lively demand.

♦

• Reported that Precision Specialties, Inc., Los Angeles 4, Calif., will receive a full page of editorial in the July 4 edition of *Look Magazine,* featuring their Circus Set.

♦

SUMMER TIME
IS TOY TIME!

They Call Him "DYKE"

Meet B. M. Dycus, now serving his 15th year with Barr. Mr. Dycus —or "Dyke" as his customers call him—covers our Blue grass division which is southern Ohio, southern Indiana, Kentucky, West Virginia, Tennessee, and part of Pennsylvania.

We are proud of the representation Mr. Dycus gives us. Our customers give us good reports on him. They tell us that "Dyke" knows the balloon, ball, and pet toy fields inside and out. He knows what's selling best, and when. And his customers know they can rely on what he tells them.

Mr. Dycus is a good example of Barr sales policy, which is honest, well versed, and accurate representation. Like most Barr salesmen, Mr. Dycus is not embarrassed by myriad other lines—his only other line is not competitive and does not distract from his concentrated fund of knowledge on balls, balloons, and pet toys.

Yes, that's Barr sales policy. When your Barr representative calls on you he will have *few if any other lines.* He will know what he is talking about. We at Barr believe that our quality products warrant undiluted representation. High type representation as exemplified by "Dyke" Dycus serves us —*and you*—best.

THE BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U. S. A.

of space and from the standpoint of month-after-month use.

Lighting is considered of decided importance in this display room. It is lighted by twenty-five sections of eight-foot fluorescent slim-line lights, with two lights per fixture. In addition, twenty-four spot lights are set into the light fixtures and can be used simultaneously or turned off independently where more effective. The result is excellent visibility and, consequently, shopping ease for the hardware-toy retailers who view the exhibits.

Yochem terms his methods of display "trial and error," which means "keep moving it until you have what you think and hope looks the best. However, we do try to keep like and associated items together as much as possible. Also, because of the display value of dolls and games, we try to put them in a place where they will attract the most attention."

Obviously, his trial and error system works very well indeed and is one of many reasons why the Greer & Laing toy division has grown steadily and successfully from its inception, following in that sense the pattern of steady growth of Greer & Laing, which for a hundred years has served the Ohio-Pennsylvania-West Virginia area.

Since Toybuyer Yochem insists, "I still feel the same about the value of small accounts," it's highly possible his toy division may chalk up a centennial of its own in 2,041.

"Bozo" Visits New York

BOZO the Capitol Clown visited New York, March 2-20, 1950, for a personal appearance at the Macy Spring Festival, for personal appearances and benefits for the greater New York Red Cross Drive, and for personal appearances for Bozo licensees at the American Toy Fair.

Bozo appeared at the displays of the following licensees: Gaston Manufacturing Co.—Bozo Blocks; Knickerbocker Toy Co.—Bozo Dolls; Pioneer Rubber Co.—Bozo Balloons; Greetings, Inc.—Bozo Greeting Cards, Bersted's Hobby Craft — Bozo Molding Kits.

Ned Herzstam, Capitol's sales promotion manager for children's repertoire, attended the Toy Fair with Bozo, with the objective of interesting toy manufacturers in using the Bozo name.

Capitol Records is increasing the pace of their Bozo promotion and plan to have a filmed television show in the East during 1950. There has been a very successful Bozo television show in Southern California for the past year and a half.

Greater coordination in merchandising of Bozo licensees and Capitol Records is being planned in toy departments and record departments all over the country. This merchandising will include the sale of all Bozo items in one department, personal appearance of Bozo, and give-away Bozo masks and balloons for the kids.

It is Capitol Records' objective to build *Bozo the Capitol Clown* into a leading figure in the toy field, a position he has now attained in the children's record field.

In this picture are shown Ken Roberts, West Coast representative for Gaston Mfg. Co. (standing next to clown); Bozo the Capitol Clown; and Betty Thornton, secretary-treasurer of Gaston Mfg. Co.

Another Exclusive Toy Store

Window shopping at Coughlin's Toy Store, 18 Hanover St., Manchester, N. H., is a treat for persons of all ages. Displayed there is one of the city's most outstanding toy stocks.

Edward Coughlin is the enterprising merchant who is responsible for such a large and varied stock, keeping in close touch with metropolitan buying sources. Regular buying trips result in the very latest and most entertaining toys.

Variety Store Trade Show In Oklahoma

The Variety Stores Association of Oklahoma announces the date of its annual Fall Trade Show and convention as July 23, 24, 25, 1950—in the Zebra Room of the Municipal Auditorium in Oklahoma City.

Purpose of the show is to bring buyer and seller together, where it will be possible to see the very latest in merchandise in a wide variety of items.

Invitations to attend are not limited to Oklahoma, nor to variety merchants.

There will be 100 booths available.

New Toys on Parade

Dollyland Toys' Finger Walkers

Among the Finger Walkers made by DOLLYLAND TOYS 5270 W. Pico Blvd. Los Angeles 35, Calif., is the Clown Puppet. It is manipulated by inserting the first two fingers of either hand into the doll's "hip pockets." Each movement of the fingers moves the legs.

Another new number is the Westerner doll puppet also illustrated with full cowboy regalia of typical ten gallon hat, fringed chaps and gauntlets, neckerchief, and pistol ready for the draw

Revolving Tree Lighter

Latch onto the extra volume to be realized from the fad for more effective indoor and outdoor tree lighting at Christmas season with this Burpee Spotlighter which floods the tree top to bottom with a constantly changing panorama of five beautiful colors. Motorless, the Spotlighter begins to project its color symphony the moment its electric cord is plugged into an AC or DC wall outlet, with no parts to get out of order, no possible returns---the toybuyer's dream.

Completely safe and non-inflammable, its revolving color wheel of gorgeous Christmas red, green, blue, yellow, and white, is mounted on a precision needle that requires no lubrication. Its secret of operation is as modern as flight for it employs a simple thermal-jet principle, running from the heat of its 150 watt projection spot sealed beam lamp!

Enclosed in a colorful, lithographed metal case, the Spotlighter is 7½" high and has a diameter of 11¼". Packed individually in a folding carton (ten to a master carton), the suggested retail price is $3.50 each with the aluminum coated spot lamps sold separately as a further extra source of toy department volume. The maker is BURPEE CAN SEALER CO., Barrington, Illinois

Plastic Cowgirl

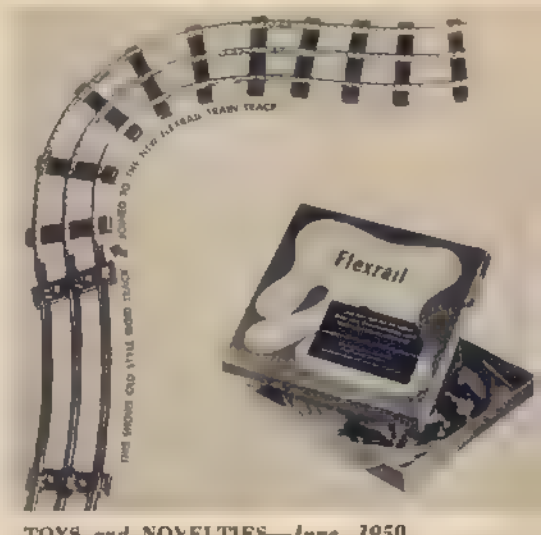
Only female Western figure in plastic that O. J. Sharpe president of PLASTIC TOYS, INC., Byesville, Ohio, has ever seen is the one turned out right in his own plant! And a more enchanting, gracefully posed rope-swinger might be hard to find even in real life. You just feel sure she could do countless tricks with her lariat and that the steers would almost enjoy being roped by her. So it's little wonder Sharpe adds, she has been accepted universally as both a needed item and a beautiful little creature. We hand paint the decorations and finish her in five basic colors, with more than fifteen combinations of the hand painting."

Unique even in a line that includes soldiers in eight positions, cowboys in four positions, Indians in variety, not to mention farm animals, plastic tractors, kite reels, decorative candles, balls, rattles, and other engaging toys, Plastic Cowgirl in her attractive fringe costume is an outstanding figure who will corral her own consumer market.

Flexrail

That remarkable, flexible train track which curves every which way or lies straight as a die and fits alike American Flyer, Mechanical, Lionel, Marx, or any popular track, with positive electrical connections and insulation, is logically called Flexrail. Quite an innovation, to put it mildly, this boone to model railroad hobbyists makes two or three rail track through use of the various size pins supplied. Easy to put together and take apart, it eliminates many sections because the box contains track 87½" long, which naturally results in smoother running of trains. Important too, Flexrail fits any crossovers or switch.

Each box of Flexrail, in addition to the track, pins, and the cellophane package of 58 durable, slotted hardwood ties, includes two electrical lock-on connections. It is the product of TOY ENTERPRISES OF AMERICA INC., Berwyn, Ill., whose sole distributor is MELMAR CORP., 211 W. Wacker Drive, Chicago 6, Ill. Suggested retail price is a mere $1.98



TOY BOOKS

Best Sellers at $1.00

- SHOE MOTHER GOOSE
- FIRE ENGINE BOOK
- STUBBY (Little Train)
- LARRY'S PLANE RIDE
- MY ANIMAL BOOK
- CLOWN'S CLOCK BOOK

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CHICAGO SALES OFFICE — Miller & Stowers, 209 S State St

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THE FIDELER COMPANY, Grand Rapids, Michigan

Caddy Cart and Golf Set

FOR THE JUNIOR GOLFER

A matched set. Steel shaft driver, niblick, and putter. Beautifully [illegible] with rubber grips. [illegible] shock red bag mounted on [illegible] wheels. Enameled with rubber knobbed side handle.

Fun for the children and a great [illegible] for your [illegible]. Packed in [illegible] Weight [illegible] 12 pounds. Standard [illegible] courts.

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A H MASON 400 W Madison St Chicago 6, I
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Nu Toy Manufacturing Co.

3418 McDOUGALL AVE., DETROIT 7, MICH

TOPSTONE ANNOUNCES ANOTHER SMASH HIT!

TOPSTONE TOPPERS

Designed by Keith Ward

Every boy and girl in the country will want one.

A molded latex Beanie style hat with outstanding figures of Sports Western and novelty subjects molded into and made a part of the hats.

This FAD is sweeping the nation!

Order your requirements now and secure your share of the profits on this "Red Hot" item.

PACKED 6 DOZEN TO THE CARTON, SHIPPING WEIGHT 10 LBS F.O.B. BETHEL, CONN.

TOPSTONE RUBBER TOYS CO., INC. BETHEL, CONNECTICUT

LIONEL TRAINS

EVERY LIONEL TRAIN EQUIPPED WITH

MAGNE-TRACTION

THE SENSATIONAL NEW MODEL RAILROAD DEVELOPMENT

★

LIONEL CONSTRUCTION KITS

★ ★ ★

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15 EAST 26th STREET NEW YORK 10, N.Y.

The First Name In Pre-School Toys

HOLGATE TOYS

Train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development. Holgate's complete line covers the child's growing needs from 6 months to 5 years. Approved by pediatricians and educators.

It's easier to sell Holgate Toys because continuous Holgate advertising pre-sells your customer.

HOLGATE BROTHERS COMPANY

KANE, PA

[illegible]

New York 10 — 200 Fifth Avenue
Chicago 54 — 424 A Merchandise Mart
San Francisco 3 — 1355 Market Street

New Toys on Parade

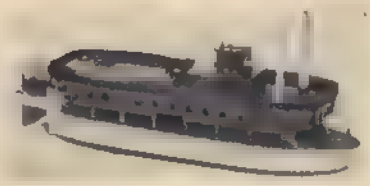
Howdy Doody Push-Button Puppet

The great popularity of Howdy Doody among youngsters and among oldsters of all ages was again attested by the success of a new push-button puppet, which Kohner Bros. showed for the first time at the Toy Fair. A lively wood facsimile of Howdy Doody, he "magically" opens and closes his mouth in a most natural way

This little toy is made along lines similar to the well-known push button dog which Kohner Bros. brought out in 1946

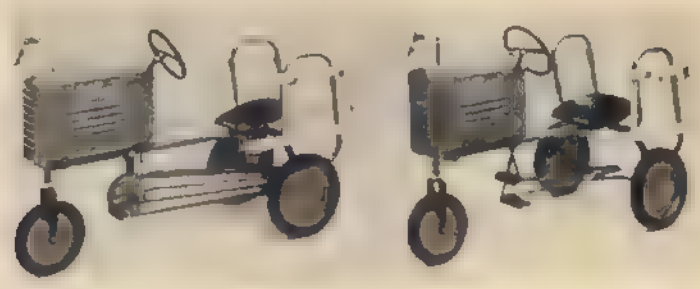
Frank Kohner points out that Howdy Doody's popularity is by no means confined to areas where there is television. On the contrary, orders for the little fellow, who moves at the touch of a finger, are pouring in from all parts of the country

KOHNER BROS. are located at 155 Wooster St., New York 12, N. Y.



River Steamer

This miniature Mississippi River stern-wheeler has a revolving stern wheel and "pilot" on the super-structure. Made of durable polystyrene and equipped with three wheels, the River Steamer can sail in the play-yard or "bath-tub seas." In bright two-color design that attracts young eyes, this is a natural seller at a retail of 69c. River Steamer comes in an attractive Sello-Window display box from CALIFORNIA MOULDERS INC., 814 E. 29th Street, Los Angeles 11, Calif.



F. C. Castelli Firecycles

Variations on a theme often are as interesting as the theme itself especially when the original has proved very successful. The same may be said of basic toy designs and their variations—especially when the basic designs are the Standard and Super Tractor models produced by F. C. CASTELLI CO., Erie and F Sts., Philadelphia 34, Pa

An innovation in 1949 the Standard and Super Tractor creations proved themselves on the market then and in 1950's new dress are continuing in good demand. The Firecycles, incorporating the basic designs of the tractors, offer the ease of operation of a tricycle plus the play appeal of a real fire car. Castelli has reported that they proved "surprisingly popular" at the New York Toy Fair; expects from evidence given that "they will shortly enjoy the same popularity presently accorded to their basic designs."

The standard drive Firecycle has a length of 42"; width of 19"; and height of 28" The chain drive Firecycle, which is a real chain-drive hook and ladder, has wood ladders; semi-pneumatic tires, and measures 42" long; 19" wide, and 28" high

Firecycles are priced to retail from $19.95 to $25.95

Magic Hat

A new, clever party favor and toy, Magic Hat, is among items recently placed on the market by the COMMONWEALTH PLASTICS CORP., Leominster, Mass

This realistic miniature top hat with white formal gloves has a well hidden surprise that enables any youngster or oldster to be a magician. You simply pass your hand over the hat, move gloves towards brim, and out pops a cute bunny

Magic Hat is a wonderful party favor. It holds nuts candy, and trinkets, retails for 10 cents, and comes with simple instructions.

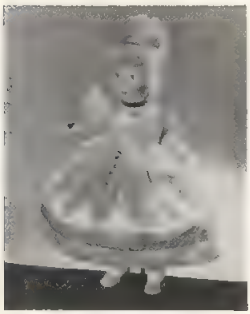
Disney Character Kid-Lids

Press the top of this Donald Duck Kid-Lid and Donald quacks. Other Walt Disney Character Kid-Lids let Minnie squeal, while Mickey squeaks, and Pluto can bark.

These favorite Walt Disney characters, with their voice-making qualities, bring a novel kiddie appeal to colorful felt beanies. Each Disney character is silk-screened on front and back of the beanie—the front is the front of the character; the back is the back of the character

Especially designed and patented by the ROCKMORE COMPANY, 605 Broadway, New York, N. Y. Kid-Lids are priced fixed to retail at 69c each.

Toy News and New Toys



NEW GUND "CINDERELLA" DOLL INSPIRED BY WALT DISNEY FILM

Just as they have re-created such famous Walt Disney characters as Pluto, Dumbo, Mickey Mouse, Minnie Mouse, Donald Duck, Bongo, Danny and others, into lovable, durable stuffed toys in the past, so have the craftsmen of the Gund Manufacturing Co., come up with another delightful Walt Disney character—Cinderella, based on the "Cinderella" of the current hit Disney film.

Like the actual story of Cinderella, Gund is offering two versions of the Cinderella stuffed toy—one as the scullery Maid, and the other as the lovely beautiful Princess. Cinderella, as the Maid, is an 18-inch high, soft, cuddly doll, dressed as a scullery maid in a blue percale skirt with a white organdy apron and blouse, and black leatherette slippers. She has a pretty pressed mask face, with golden cotton hair. The Cinderella Maid is available at A & S, Macy's and Best's and all leading department and toy stores at $4.98, and is another Gund exclusive.

Cinderella, as the Princess, is 18½ inches high, soft, and wears a gown of pink star studded satin, with a velveteen jacket and arm-length gloves. She has a pressed mask face with golden cotton hair, with a black satin choker around her neck. She also wears silver leatherette slippers. The firm states that this Cinderella Princess is also available at leading toy and department stores at $6.98. Any youngster will be thrilled with either version of Cinderella!

CRYING TOWEL

A novelty "crying towel," covered with gags aimed at the victim of the blues is being manufactured by Yorkville Craftsmen, 223 E. 80th St., New York 21, N. Y. It is packed in a display and mailing envelope.

Tootsietoy Playtime Set Proves Popular

Dowst Mfg. Co., Chicago 24, Illinois, reports that their No. 7000 Tootsietoy Playtime Set is proving to be one of the most popular items in their current line. Designed to create enjoyment for children the year 'round, this big set of brilliantly colored jumbo size Tootsietoys offers a lot of play value at nominal cost. Each handsome display box contains 8 cars and trucks and 2 large airplanes. It is emphasized that all have the popular Tootsietoy "Rol-Ezy" construction, and all are equipped with rubber wheels. The suggested retail price is $2.59 for all parts of the United States with the exception of the territory West of the Rocky Mountains.

It is interesting to note that the Dowst Mfg. Co., has been manufacturing die-cast all-metal toys since 1893. Thousands of young fathers and mothers who are now giving their youngsters Tootsietoys can clearly remember having played with them in their own childhood. The extensive Tootsietoy line includes dozens of sturdy, realistic die-cast replicas of automobiles, trucks, airplanes, buses, trains, etc. The full line is on display at the Dowst showroom, 200 Fifth Avenue, New York 10.

Children will get real enjoyment out of this year 'round Tootsietoy Playtime Set. Shown here are four of the ten toys which complete the set. Each box contains eight cars and trucks, and two large airplanes.

MORMAC ELECTRIC AUTO STEERS IN ANY DIRECTION

Mormac Toy Manufacturing Company, 1410 Chardon Road, Cleveland 17, Ohio are featuring a new electric automobile with many unique features. Operated by remote control, it is equipped with a powerful electric motor with gear drive. It will run equally well on smooth surface or on the living room carpet, climb hills, run forward or backward, run in straight line or in circles. Youngsters are fascinated with the way it will reverse direction upon bumping into an object.

This new Mormac toy operates on two flashlight batteries in the hand control unit. The car itself is sturdily molded of durable tenite plastic in a choice of brilliant red, yellow or blue colors. The suggested retail price is $3.95.

Hafner buildings at 1010 North Kolmar Ave., Chicago 51. Though the merger adds facilities and is expected to double production, the Kolmar Ave. plant remains the center of manufacturing.

HAFNER MERGES WITH ERICKSON

IMPROVING PRODUCTION FACILITIES

The Hafner Manufacturing Company, a pioneer maker of mechanical toy trains, expanded its production facilities three different times between 1914—when it was founded by William F. Hafner—and the end of 1949.

Early in 1950, a constantly increasing volume of orders made it apparent that a fourth and major expansion would soon be necessary. The result was the recent merger of the Hafner Manufacturing Company with the Wallace A. Erickson Company, Chicago manufacturers of plastics.

The merger with Wallace A. Erickson offered several important advantages to both the Hafner Manufacturing Company and its customers. Expanded facilities mean, in this case, faster delivery on large orders—an increase of total production by approximately 100% and even more rapid improvement of the well known Hafner line.

Added product development capacities are among the immediate benefits provided by the merger, as several new features already indicate. Hafner trains currently in production boast an automatic stop-and-start mechanism, electric headlights, and four additional colors in the lithography. Samples of these models are now obtainable, according to Mr. Hafner, and the new catalog is available on request.

These production developments now make it possible for Hafner to fill even the largest orders promptly. Regardless of quantity, any order receives the dependably efficient handling which has long distinguished Hafner service. As always, Hafner's agreement to deliver by a certain date will be a practical guarantee of such delivery.

Except for the features mentioned, the Hafner Manufacturing Company remains basically unaltered by the merger. Key personnel, exclusive sales representatives; All Metal Products Company, New York and Wyandotte, Michigan, and the main plant location at 1010 North Kolmar Avenue, all remain unchanged. John C. Hafner, formerly sole owner of the firm and for 32 years its able executive, continues in the post of general manager.

Preliminary negotiations for the merger, stated Mr. Hafner were completed on March 6th. Final arrangements were made in May, at which time the expansion was made known to Hafner customers.

Wallace A. Erickson and John C. Hafner examine two new models with electric headlights and automatic stop-and-start mechanisms. Mr. Hafner (right, seated) continues as general manager following the merger.

New Toys on Parade

Unbreakable Tree Top

THE STAR BAND COMPANY, Portsmouth, Virginia has just added a new Unbreakable Tree Top to its 1950 line of Holiday House Christmas decorations and novelties. Manufactured of metallized acetate, the Tree Top has a mirror-like finish which will not dull or tarnish. Available in six brilliant metallic colors in three original Holiday House designs, it is priced to retail from 25c to 39c.

Another new item is a plastic cane in many sizes. Other Star Band Christmas decorations include a complete line of aluminum foil ornaments, pine cone clusters, foil bell clusters, cellophane stockings, angel hair, lead foil icicles, and plastic and mica snow.

The Star Band Co. also manufactures a complete line of cellophane and plastic party items for every holiday and occasion and a new line of three-dimensional cellophane and foil molded displays for every season of the year.

Flyin'-Saucer

Here's an authentic, scientifically designed gyroscopic airfoil—technical name for a flying disc that's fun for the whole family. Precisely engineered, aero-dynamically correct, it has curved "fins" to give it the required lift.

Simple, easily-followed instructions enable the user to zoom it up to 100 feet and more—and even to control long-distance flights sufficiently to play "catch" with a friend at the other end. Flyin'-Saucer may also be made to bank, turn, and return to the sender, much as a boomerang can be maneuvered.

Flyin'-Saucer is made of rugged plastic, 8½" in diameter. It is brightly polished red, yellow, or blue color, and comes complete with instructions. Suggested retail is $1. Both Flyin'-Saucer and promotional material are available from PAR SALES COMPANY, 6912 Hollywood Blvd., Hollywood 28, Calif.

Selecto 3-in-1 Screw Driver

SELECTO PRODUCTS COMPANY, 740 Superior Ave. N. W., Cleveland, Ohio, is announcing the sale of its new Selecto 3-in-1 Screw Driver on a national basis. Its patented, magazine-loading feature permits split-second changes from one bit to another.

The three bits, two of which are in the handle, permit its use for round-head, flat-head and Phillips-head screws. Bits are made of highest quality steel; will not chip or break; and are rust-proofed. The handle of amber-colored plastic is non-breakable and is fire-safe. All parts are precision made to a tolerance of .001".

It is recommended for use by hobbyists, mechanics, home owners, and all those who own cars, shops, stores, and offices.

The manufacturer states that this product is now being used successfully by many companies as a good-will builder and business stimulator. Its use as a prize, premium, advertising and sales promotion aid is alike advocated for the small dealer and the large manufacturer.

Selecto Screw-Driver is 7½" long and weighs 6 ounces. It is packed one to a carton and is priced at $1.50, F.O.B. Cleveland, Ohio.

My Stool

This coy elephant, peeking from under the step of My Stool, offers an unusually inviting "lift up" to children . . . coaxes them to step on his back to wash their hands, brush their teeth, or get a drink of water all by themselves. The unique design also means My Stool is an exceptionally effective item on display, easily spotted on your floor or elsewhere.

Of wood construction, the $3.95 retailer has a clear grain top of seasoned white pine, free from knots, finished with filler and two coats of clear lacquer, and measuring 7¼" x 12". The sides are finished in six brilliant colors (red, yellow, maroon, and green drapes on the tan and brown elephant) on heavy pressed board. Both elephant sides are coated in clear, high gloss varnish and die cut to shape. The height is 9" and there is a sturdy cross-bar. Overall size is 8" x 12" x 9".

Approved by Parents Magazine and scheduled for publicity in that medium's shopping column, this year-'round seller has also met with good reaction from resident buying organizations and department store buyers.

My Stool's Eastern sales agent is MISS MERLE HIGLEY, 10 Mitchell Place, New York 17, N. Y. Orders may also be placed through A. W. Deacon, 464 W. Lockwood Ave., Webster Groves 19 Mo.

Hartland Palomino

A gift for the horse fancier is this ornamental equine molded in life-like detail of Tenite plastic. The model stands 10½ inches high and is equipped with a bridle and a removable Western saddle. The coloring (supplied by special lacquers, shaded over a basic cream color) is that of a Palomino, popular Western breed. The plastic is exceptionally tough and resistant to breakage.

The Palomino horse is a product of HARTLAND PLASTICS, INC., Hartland, Wis. Tenite is made by Tennessee Eastman Corp., Kingsport, Tenn.

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Retailers Join University in Search for Efficiency

Three hundred retailers from Baltimore and other Maryland cities, and Washington, D. C., joined forces with the University of Maryland in College Park, Monday, May 15, to discuss latest developments in retailing efficiency.

Arranged by the University's College of Business Administration in cooperation with Retail Merchants Associations of Baltimore and other Maryland cities, The Maryland Council of Retail Merchants and leading retail firms of Washington, D. C., the all-day Merchandising and Management Conference was conducted by outstanding retailing authorities of the East, headed by Charles G. Nichols, president of the National Retail Dry Goods Association.

The conference was designed to show how management, employes and customers can be benefited through the adoption of recently developed management techniques.

Department Store Sales

• Figures covering department store sales, released by the Federal Reserve Board, are not an accurate guide to all retail sales. The difference between department store sales and other retail sales has been increasing for the past two years. In 1949, department store sales decreased 6 per cent below 1948, whereas the volume of all retail stores were down only 1.4 per cent over previous year.

Baby Girl Born

• Irv. Geboff, assistant toybuyer for Lit Brothers department store, Philadelphia, Pa., is the proud father of a baby girl, born March 19, weighing 8 lbs., 9 oz. The young, personable and well-liked Irv. is married to the former Lillian Wise, whose parents, Mr. and Mrs. S. Wise, are very prominent in business and charity circles in Philadelphia.

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Chicago market area representatives for the Steger wheel goods line displayed at the Merchandise Mart, Room 1436

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IN NEW YORK 1107 BROADWAY, SPACE 407
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SELL THE LINE THAT SELLS ITSELF!

GARTON TOY CO.
Since 1879
SHEBOYGAN, WIS.

MAREX ILLUMINATED LAMP POST BANK

Marex Manufacturing Co., Newark, N. J., is offering a unique illuminated Lamp Post Bank to sell at the suggested retail price of 98c, complete with bulb and battery. The bank, as is evidenced by the accompanying illustration, is authentic in design. The outstanding feature resides in the fact that whenever pennies, nickels, dimes or quarters are dropped in the slot, this fascinating bank actually lights up, to the delight of children and adults alike. The bank is equipped with a long-life pen-lite battery, is sturdily constructed and there is nothing to get out of order. This unique contribution to thrift is attractively finished in grey and green, as well as grey and red. The manufacturers of this ornamental and educational bank have had many years experience in toy manufacture. During a recent conversation with Ray E. Farina, he stated that several new items were now in work and will be announced to the trade in due course. The Lamp Post Bank is being displayed by the firm's exclusive selling agent, the well known David K. Oshrin, in room 451, 200 Fifth Avenue, New York. "Dave" is enthusiastic about this interesting toy bank and invites his many friends to drop in at his Toy Center showrooms and actually see the toy in operation.

EFFANBEE APPOINTS CLIFFORD COWEN

Bernard H. Baum, president of Effanbee Doll Co., Inc., announces the appointment of Clifford Cowen as sales representative for Greater New York City, Delaware, New Jersey and Maryland. Mr. Cowen has been affiliated with sales for many years, having sold for the Lionel Corporation in the South, Southwest, and Middle West. Mr. Cowen left Lionel Corporation to become buyer of toys for the Masback, Inc. and later was appointed district sales manager.

NEW LICENSEES FOR ROY ROGERS MERCHANDISE

Last month the final samples were given the approval of the Rohr Company—and Champ Manufacturing Company of New York; Standard Pyroxoloid Corporation, Leominster, Mass.; Monogram Soap Company, Hollywood, Calif.; Herbert of Hollywood, Hollywood, Calif.; and Monument Mills, New York, have joined the ranks of the Roy Rogers licensees.

Champ Manufacturing Company will style a storm coat; Standard Pyroxoloid Corporation is making military brushes and comb and brush sets; Monogram Soap Company will produce soap and toiletries for both Roy Rogers and Dale Evans; Herbert of Hollywood is producing a Parti-Pac for children's parties; Monument Mills are producing all woven bedspreads, draperies and mats to supplement the Roy Rogers furniture. These items were under consideration for months before Roy Rogers gave his personal approval. Mr. Rogers feels that he wishes to put his signature only on articles that fit into the Western picture and items that are right for children. These items are also thoroughly scrutinized for quality, price and salability to stores.

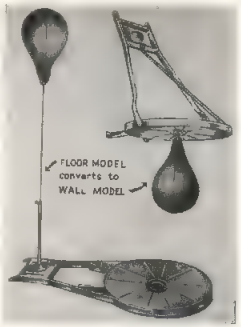
THE JUNIOR JET

A new child's toy which has a double advantage; that of developing muscle coordination and training and at the same time providing healthy fun, is being manufactured by the Miller-Hall Co., Equitable Building, Portland, Ore. In production only a few months, the Junior Jet has already found wide acceptance from department and toy stores, and nurseries, according to Tom Hall, General Manager of the Miller-Hall Co. The Junior Jet is constructed of plywood and metal, and brightly painted to resemble an airplane. This sturdy toy can be used indoors or out and has been manufactured to take a maximum of abuse. The Junior Jet is a toy the child can ride in a safe position. The combination of bouncing and swinging motions aid and exercise the child, and also develops muscle coordination, the inventor claims.

I-LITE SPARKLE EYE ANIMALS

Joseph Wolson, Associated Toy & Doll Factories, 10 West 23rd Street, New York 10, reports that their I-Lite Sparkle Eye Animals are proving one of the most successful lines he has ever featured during his long experience in the toy business. I-Lite Sparkle Eye Animals, as the name implies, are fitted with electric eyes and batteries. When the youngster pushes the button ingeniously hidden in the bottom, the eyes light up and sparkle.

Mr. Wolson calls attention to the fact that the "I-Lite" line is mechanically perfect and foolproof in every respect. A comprehensive variety of plush scotties, pandas, and honey bears to retail from $2.00 to $5.00 is available.



Stand-up and wall model in one set.

N. Y. TOY'S "TU-WAY" PUNCHING BAG SET

Herbert Rubin, president of the New York Toy & Game Mfg Co., reports that orders placed to date on the recently introduced "Tu-Way" Punching Bag Set are exceedingly his most optimistic expectations. Mr. Rubin said, "Our new 'Tu-Way' marks a great advance in juvenile punching bags. It converts from a floor model to wall model in seconds! Leading department stores from coast to coast are scheduling extensive newspaper promotions on 'Tu-Way' which will appear shortly."

Mr. Rubin also says that the New York Toy & Game factory is humming with activity in producing and shipping their large line of fishing sets, golf sets, baseball sets, and other summer season items. He states that his new 1950 line is the most extensive he has ever shown, and consists of 40 numbers which include, in addition to those already mentioned, basketball sets, tool sets, dart games, sewing sets, paint sets, educational games, and metal toys. The entire line is on display in the Fifth Avenue Building, 200 Fifth Ave., New York.

FIDELER BOOKS IN EASTERN SALES OFFICE

William J. Byrnes is now representing the line of Fideler juvenile Books, along with the M. A. Donohue line. The Eastern sales office is located at 200 Fifth Avenue; telephone ORegon 5-4780. Samples are on display throughout the year and Mr. Byrnes is looking forward to rendering service to the firm's Eastern customers.

J. HALPERN CO.'S EXPANDED 1950 LINES

The J. Halpern Company of Pittsburgh announces the addition of a new line of Smoky Joe Caps, Pistols and Holsters to its famous Halco family of toys. These new products will be launched fittingly at the 1950 Toy Show, where Smoky Joe will appear in life-size reproduction to greet Halco guests at the company's New York headquarters, Room 404, 200 Fifth Avenue

In creating the Smoky Joe line, the company's designers have combined the all-important human interest appeal with caps that shoot real smoke as well as the pistols with which to use them. These features are significant advances in themselves and added to the company's holster set line, an enthusiastic reception is anticipated.

Commenting upon the advent of this new character, a Halco designer stated: "Kids will really go for smoky Joe. This adventurous personality will be established as a new hero on the western scene. He will be highly dramatized in an effort to capture the interest and hearts of the nation's girls and boys."

Elaborate plans have been made to introduce Smoky Joe Caps, Pistols, and Holsters to the trade. Attractive die-cut counter cabinets in orange and blue will serve as attention-commanding display pieces as well as self-serving dispensers for the caps. Each cabinet will contain 6 dozen packages of caps, and with each shipment Halco plans to include a supply of eye-catching window and counter posters designed with specific appeal to the nation's youth. The complete ensemble promises to be a highlight of the Halco showing at the Toy Fair this year.

A major Smoky Joe tie-in with the company's nationally known Texan Holster line has also been planned. Now in production, in addition to the Smoky Joe Holsters, is a series of Smoky Joe "Swap-it" Books, one of which will be included in every Texan Holster set. There will be ten story books in the series, each a blood-stirring Smoky Joe adventure that children will go for. Interestingly written, attractively illustrated and faced with jackets reproduced in full color, these Halco "Swap-It" Books will gain the attention of juveniles everywhere. With the back cover of the book listing all ten thrillers available for exchange, children will be encouraged to swap their books with others. This exchange should endear Smoky Joe to more and more readers—and to bring greater sales volume than ever for Halco dealers and distributors

The complete Halco line will be shown during the Toy Fair. In addition to Holsters, Toy Pistols and Caps, Halco makes a wide range of plastic, latex and composition dolls, including Baby Fluffee, So-o-Big Series, Debutante and others. Halco also enjoys a leading position in the field as a designer and maker of popularly priced masquerade costumes. Other products include Wigs, Santa Claus Suits, "Silver-brite" Icicles, Christmas Snow, Doughboy Single Shot Caps, Superb Brand Roll Caps, American Beauty Sparklers and Halco Sky Fliers.

Representing the company at the Toy Fair this year will be Alfred J. Halpern, Paul Trellis, Bernard M. Halpern, Harry Goldman, Stanley Lowitt, Donald Kravitz, Harry Mirsky, Leo A. Scherrer, Ralph Heatherington and the staff of the Rivers Company, Memphis, Tennessee, the company's southern representatives.

"SKY-PIE" INTRODUCES NEW GAME

Flying discs are now a reality in the form of a new game unit, Sky-Pie, which has fascinated youngsters of all ages in playground tryouts. The Sky-Pie is a nine inch pliable, soft plastic disc which is literally a "tamed" pie plate-aerodynamically correct and in true balance. It can be thrown as straight as a ball, or in wide circling curves, or even as a boomerang in the wind. It comes in a unit complete with two foils which are used to catch the disc at the end of its flight, one foil for each of two players. The three piece unit comes on an attractive illustrated card on which many games for individuals or teams are outlined. The disc is light enough so it will not break windows when used in backyard games. The inventor, T. B. Hall, has long had an interest in aerodynamics, and during the recent flying saucer furor he developed this Sky-Pie. His disc is so stable that if thrown up on an incline, it will actually stop in mid-air at the top of its upward flight and come riding down the incline back to the thrower. The unit is designed to retail at about $1.00. Samples, information and literature may be obtained by writing to Sky-Pie, Hall Manufacturing Company 622 Tularosa Drive, Los Angeles, Calif.

MENLINE CIGAR CO. CLOSES UP

After the better part of a century, the Menline Cigar Co. of Easton, Pa., is going out of business. James A. Werkheiser bought the store from Moses Menline in 1920. He moved the location of the store several times, the most recent address being 228 Northampton St. In its last two locations toys were featured along with tobacco, and in recent years the toys have overshadowed the merchandise which gave the store its name. Now Mr. Werkheiser, at 74, feels that he and Mrs. Werkheiser should have a chance to look around the country a bit. Therefore he is selling out his stock and retiring, and the Werkheisers will soon leave by auto for an extensive exploratory tour of the United States. They plan to go to California by the southern route. After a pause in Los Angeles, they will cross the middle of the country to New York and then strike out for Yellowstone National Park, and after that probably the Pacific Coast again.

"There's a lot of things to see," Mr. Werkheiser explained. "I want to have a look at some of those new dams." And will they buy a home in Los Angeles? "Oh, no," said the retired toy and cigar man. "Don't want to be tied down."

A. M. KATZ, IDEAL'S TREASURER, RETURNS FROM SUCCESSSFUL MISSION ABROAD

Arriving at New York International Airport January 29th from an intensive two-week tour of European toy centers, A. M. Katz, treasurer and general manager of Ideal Novelty & Toy Company, New York, is shown waving a greeting to crowd of company co-workers who were on hand to welcome his safe return.

Mr. Katz made the trip for the purpose of acquiring American rights to ingenious European toy developments of potential appeal to America's youngsters He reported that a number of contracts had been satisfactorily negotiated.

A. M. Katz

Artisan's New Walking Doll Brings Thrills to Young Mothers

Ever seen a dream walking? One of those wondrous dreams where toys and dolls come to life and walk hand in hand with you? Little girls, playing in that happy world of make-believe, can have a doll "child" who can be taken for a walk and will match step for step with her young "mother." Although the new Raving Beauty Doll, manufactured by Artisan Novelty Co., 600 W. 182nd St., Gardena, Calif., and recently introduced at the Toy Fair, isn't actually alive, she walks so naturally that she almost seems to be a real, living little girl.

According to Leon Grivel, president, and H. H. Water, sales manager, of Artisan Novelty Company, a completely new and patented principle enables the Raving Beauty doll to sit in a natural manner, stand alone, walk with the most lifelike movement imaginable, and even roller-skate hand in hand with her owner. Mr. Grivel says that the ingenious method of articulation developed for Raving Beauty gives her an action that is amazingly real and not in the least stilted or unnatural. Based on actual anatomical structure, the jointing of the legs is the result of more than a year's experimentation on the part of Howard Black, the production "wizard" at the Artisan factory. Made of light but strong aluminum, precision machined and keyed into place for permanence, the jointing is accomplished without bulkiness or added weight, and, as Mr. Black puts it, is sturdy enough to withstand rough exploratory technique of even the most determined young "surgeon."

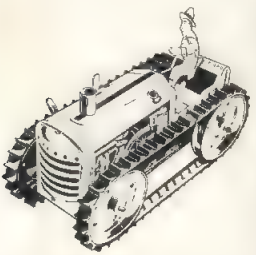
Standing 20 inches tall from the toes of her dainty slippers to the top of her pert little head, Raving Beauty also has soft, natural feeling hair that can be washed, waved and set into the very latest fashionable coiffures, providing hours of imitative play so dear to the hearts of all little girls. This is a special feature made possible through the use of a hair material called Ravon, which the makers say is unharmed by water, shampoos and hair preparations. Firmly attached to the doll's head, the hair can be brushed, combed and handled without fear of coming loose.

A veritable fashion parade of lovely costumes, all designed exclusively for Raving Beauty dolls by Michele, make it possible to select a doll correctly attired for any surroundings. Or these costumes are also available separately, so that the doll's wardrobe can be made complete for any occasion. There are sun suits with gay decorations, crisp and frilly party dresses in taffeta, luxurious negligees in fashionable black net with pastel satin gowns, cowgirl outfits for dude ranch vacations, and to meet the present popularity of square dancing, there are old-fashioned cotton prints, complete with lace pantalettes. To accompany the young owner while roller skating, Raving Beauty can be dressed in a snappy broadcloth and satin skater's costume in bright blue or red. And, just the thing for "pretend" weddings to which the elite of neighborhood doll dom will be invited, there is a gorgeous bridal outfit of traditional white satin and sheer net, with approved long veil.

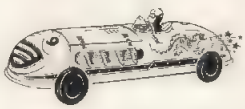
All in all, Raving Beauty is a cute, well-made doll, full of play value, and because of its additional walking feature should be equally intriguing to both big and little girls. The Gardena factory of Artisan Novelty Company is reported working at full speed to keep up with orders.

NEW LUPOR SPARKING MECHANICAL TOYS

Lupor Metal Products, 242 E. 137th St., New York 51, have recently added to their line of mechanical toys the Sparking Racing Car and Sparking Tractor illustrated herewith. Both of these items are gayly decorated in four colors and are equipped with sturdy, long running spring motors.



An outstanding feature of these interesting toys is the brilliant shower of harmless sparks that they emit when in operation. The Sparking Racing Car, No. 59, measures 12" long and 4" wide. The Sparking Tractor is 8½" long x 4" wide. Although just recently introduced to the trade, the tractor as well as the racing car is said by Joe Portolano to be meeting with a most gratifying acceptance. This firm also manufactures police cars, taxis and many other mechanical toys. A copy of their new catalog, which is just off the press, may be procured by writing to the company at the above address.



REEVES INTERNATIONAL MOVES OFFICES & SHOWROOMS

Reeves International, Inc., will move their offices and toy showrooms to 220 Fifth Avenue on July 1, 1950. The new, larger quarters will afford greater display area to show the many new lines of popular selling toys recently added to the Reeves International list.

"Reeves International's new location in the heart of the toy district will better able us to serve the many visiting buyers all through the year," stated Mr. Frank Parker, a representative of the company. The new telephone number is MU 3-6145.

TWO THOUSAND ATTEND GAMBLE-SKOGMO SHOW

The 1950 toy and merchandise show produced by Gamble-Skogmo, Inc. of Minneapolis, Minn., experts to draw more than two thousand authorized dealers and company field representatives into ten cities in the western half of the country between June 4th and 12th.

The two-day sessions with advance showings of new Christmas toys, gifts, housewares, furniture, sporting goods, wheel goods and small appliances will be held in Minneapolis, Minn.; Fremont, Neb.; Billings, Mont.; Sioux Falls, S. D.; Moorhead, Minn.; Portland, Ore.; Ogden, Utah; Denver, Colo.; Chicago, Ill. and Los Angeles, Calif.

Gamble-Skogmo distributes broad lines of consumers goods at retail through 511 company branch stores and at wholesale to 1,900 authorized dealer outlets in 25 states, Canada and Hawaii.

CHICAGO BABY FURNITURE AND TOY STORE MOVES

The General Bedding Store in Chicago has moved to a new and larger store at 1433 Milwaukee Avenue, a half block north of its old location. The formal opening, with free gifts for the children, was held on May 1st. A fine display in the new store features a wide range of toys as well as baby carriages, strollers, high chairs, etc.

FIRM PRESIDENT'S BERLIN VISIT INSPIRES REALISTIC "OPERATION AIRLIFT"

Fighter overtaking cargo plane in Automatic Toy's Operation Airlift.

On the first anniversary of the historic Operation Airlift, the dramatic U. S. Air Force feat that fed and fueled Berlin, Automatic Toy Company, Staten Island, New York, introduces its own 'Operation Airlift,' a toy that realistically marks the triumphant event

B. N. Cantor, president of Automatic, well known for its "Futurmatic" toys, was in Europe when the actual airlift was in full swing He saw U. S. Army and Navy transports overcome the Russian blockade. Later, recalling the tremendous action that took place as transport after transport lumbered into the air strips with their precious cargoes, he was struck with the idea of a toy that would faithfully commemorate the highly dramatic airlift.

Automatic's 'Operation Airlift' does this faithfully and well. As the toy's huge transport circles, a fighter escort overtakes it, darts off, and overtakes it again, protecting the heavier cargo plane. The action is vivid, exciting—in the manner of the real action that fired the imagination of the whole world.

Months of painstaking research and experimentation went into this toy designed to capture the imagination of adult and child alike. An ingenious motor arrangement permits the escort plane and the transport to operate at different speeds, although both planes are mounted on a single shaft with but one source of power Variable slow, medium or fast speeds are also possible—at the mere flick of the control lever.

The toy's tower, strikingly executed in a brilliant patriotic motif, is designed to give full play to every whim of a junior or senior pilot. There is "automatic radar, a radio room, and several floors of airport control." Everything—design, colors, action have been coordinated.

Like all Automatic toys, the exclusive "Futurmatic" motor runs for almost five minutes without rewinding, providing ample time for the child to enjoy the action. 'Operation Airlift' is 6" by 6" with arms extending 12".

HOPKINS APPOINTS GENERAL SALES MANAGER

L. McPhaden, president of L. Hopkins Manufacturing Co., North Girard, Pa., has just announced the appointment of Robert B. Young, previously eastern and

Robert B. Young

southern district sales manager of the company to general sales manager covering operations in all territories Mr. Young has been connected with Hopkins for the past 11 years and is well known to the trade from coast to coast. This advancement will now enable him to carry out some of his intensive sales promotion and merchandising ideas of particular interest to buyers of juvenile furniture, toys and related merchandise. Bob, as he is known throughout the industry, carries the good wishes of his many friends for a long continuation of his highly successful career.

Arvil Davis with puzzle game.

TEXAS TEACHER INVENTS EDUCATIONAL PUZZLE-GAME

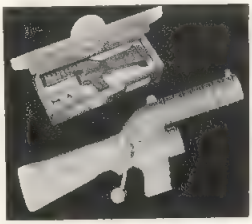
"Attaboy," a new puzzle game invented by Arvil Davis, a Texas teacher, is shown here. The game was designed to teach children to add, subtract, multiply and divide. Four puzzle boards are packed in a colorful, illustrated box containing rules for playing. Solar Enterprizes, New York; Wright Sales, Marion, Ind.; and Cullum & Boren, Dallas, are representatives for the Attaboy Company of Wichita Falls, Texas.

KUSAN'S KAZOOKA

Packed with action, the Kazooka shoots six red and white tracer balls, rapid fire, without reloading. This truly automatic tracer ball gun is recommended for indoor or outdoor play by the manufacturers, Kusan, Inc., 2716 Franklin Rd., Nashville, Tenn

Molded of fire engine red Tenite plastic, reinforced with steel drive screws at all key points, the Kazooka is built to take roughest combat conditions. It is designed for speed and maneuverability Built for action, its size enables each grade school commando to fire from the shoulder or hip with equal skill Powerful steel springs provide for long distance indoor shooting. However, window glass and even light bulbs are safe, due to the large lightweight tracer balls.

Packed in a sturdy corrugated display package which folds into a red, white and blue target, the Kazooka retails at $2.98 a complete charge of six tracer bullets included. Additional official red and white Kazooka tracer ammunition may be obtained. Regular table tennis balls may also be used



MIDSOUTH VARIETY SHOW

The 10th semi-annual MidSouth Variety Show and MidSouth Gift and Jewelry Show will be held August 28th through 31st at the King Cotton Hotel in Memphis. Tenn.

TOY REPRESENTATIVES IN DOWNTOWN CHICAGO AND WHAT THEY HANDLE

ALBERT C BISSELL, 335 W Madison St. Plastic construction sets mechanical tractors train accessories, toy soldiers inlay puzzles, rubber toys and balls

C. L. BRADFORD & ASSOCIATES, 1486 Merchandse Mart. Toy sewing machines, doll baths, doll beds, toy electric irons.

CHAS. H. CARROLL, 1421 Merchandise Mart Wheel goods and general line of toys

HENRY H ELLIS 14-115 Merchandse Mart Wagons, scooters, doll carriages, garden sets, garden tools, wading pools, plastic inflatables, Christmas tree stands

J. H EYERLY & ASSOCIATES, 1442 Merchandise Mart. Junior pool tables, inflatable plastic toys, wading pools, inflatable plastic beach toys electric toys, mechanical toys, rubber balls, cash register banks, musical push toys, plastic mechanical and friction toys junior carpenter sets and work benches, heavy duty cast aluminum truck, toy electric ranges balloons, educational toys, exercising hobby horse

TOM HARTIGAN, 1160 Merchandise Mart. Steel gym sets, musical toys plastic toys dolls, and animals.

HUGH D KENNEY, 1443 Merchandise Mart. Miniature dolls, model toys wind-ups, puzzles

CHAS. H. KORTRIGHT, 209 S State St Sticker kits; paper, felt and wood toys; dolls, play pen, crib and bath table; ironing board.

WALTER & ARTHUR KRENZIEN 209 S. State St. Wheel goods, games, blackboards, moulding kits, inflated plastics, plastic figures, marionettes, puppets, roller skates, croquet sets, coil spring toys, toy guns, pinwheels, and juvenile metal furniture

A. H MASON, 400 W. Madison St Doll strollers, pedal cars, doll baths, baseball game, footballs, construction sets, caddie cart golf set, planes and plastic toys

F. HERB MILLER & ASSOCIATES, Suite 447, 53 W. Jackson Blvd. Dolls, juvenile sporting goods, educational toys.

MILLER & STOWERS, 209 S. State St. Guns and holsters, scale model toys, wood play toys, books, metal toys, bicycles and wheel goods, games including chess, character dolls, blackboards

REE RON SALES, 35 E. Wacker Drive. Plastic and wooden toys and games, dolls, pounding toy, balls and balloons, die-cast toys, toy brooms

SAM C. SCHMITT, 1412 Merchandise Mart. Woodburning sets, wind-up cars and fire trucks, 10-cent plastic toys, plastic trains, metal ironing boards, steam shovels, Christmas stockings, pull toys, doll furniture, hobby horses, soft drink dispenser, miniature farm toys, typewriter.

JACK SHAPIRO, 208 N. Wells St General line of toys.

SHELDON & SCHATZ, 1155 Merchandise Mart. Hammocks, tops, croquet sets, ring-toss, etc

THE TOY MARKET, 1424 Merchandise Mart. Musical toys, wheel goods, dolls, animals, plastic blocks and novelties, automotive toys, dart boards, tool chests, play ponds

LLOYD R. TROIKE, Room 338, 404 N. Wells St Mechanical toys, outdoor slides, toy chests, Christmas stockings, blocks and soft toys

BESS WARNS, 1518 Merchandise Mart. Soft toys, dolls and animals, miniatures for doll houses, juvenile lamps, feeding dishes for baby, blocks, puzzles

SAM WEINER, 1433 Merchandise Mart. Games, construction toys, girls' and boys' toys

■

Hugh D. Kenney displays in The Merchandise Mart the famous Model Toys by Charles Wm. Doepke Mfg. Co., Inc., including one of the latest authentic reproductions, the Model Euclid Truck shown here. Twenty-seven-inch-long beauty, in pleasing olive green finish, it is true working model of the well-known bottom-dump hauler; loads and dumps with flick of a lever; features steerable front wheels with three point suspension

Martha Fuller's New Territory

Miss Martha Fuller, 448 S. Hill St., Los Angeles 13, Calif., for the past 15 years representative of TOYS & NOVELTIES in the state of California, where she has built up an extensive acquaintance with both buyers and manufacturers, has also been given, as of May 1, 1950, the states of Washington and Oregon and the cities of Denver, Colo., and Dallas, Texas.

Because of her contacts with so many members of the toy industry in California, including their advertising agencies, she has acquired a broad knowledge of toy-merchandising, and renders an advisory service to manufacturers that is accurate and dependable. Her friends in the industry are legion.

MARTHA FULLER

As a result of the larger territory, she will now devote her entire time and attention to TOYS & NOVELTIES, eliminating the one or two other trade journals which she had also represented for some time.

■

Finkenbinder Promoted

• Directors of Alden's, Inc., Chicago mail order firm, have elected O. D. Finkenbinder, formerly general retail manager, as retail division vice president. He became associated with Alden's in 1949, coming from Montgomery Ward & Co.

ROY ROGERS RODEO MOVING PICTURE LAMP

Roy Rogers, Jr. and the famous cowboy himself are seen in the accompanying photo admiring the new 1950 model of the Roy Rogers Rodeo Moving Picture Lamp. Manufactured by Pearson Industries, 540 North Lakeshore Drive, Chicago, Ill., this intriguing animated action lamp quickly proved a fast seller unmediately upon its introduction late last Fall

In the words of Fred Pearson "The promotional success achieved by department stores everywhere throughout the country who featured the Roy Rogers Lamp, is readily understood in view of its outstanding value at only $4.95 retail.' This strikingly styled lamp enchants and amuses boys and girls of every age and is highly decorative and practical at the same time. The entire lamp stands 17" tall.

Full color action pictures of Roy Rogers and his wonder horse Trigger, revolve past two large viewing windows (2½" x 4") in the embossed parchment outer shade, 11" in diameter and lithographed with exciting full color Rodeo scenes, from paintings by a famous artist. The washable plastic base is executed in a natural wood design and weighted for stability. It is listed by Underwriter's Laboratories and there are no mechanical parts to get out of order. Each lamp comes individually packed in an especially constructed and decorated 200-lb test carry-out carton that measures approximately one cubic foot and weighs only four pounds.

An unusual sales promotional plan has been prepared for the Department Store field which the Pearson firm is confident will prove to be of intense interest to all those familiar with the possibilities of aggressive merchandising.

Pearson Industries is also introducing a picturesque Western Molded Plastic Laminated Wall Plaque, featuring full color photographs of Roy Rogers and Trigger, to retail at 25c. This new item is designed to be of special interest to the chain and variety store field, as well as to wholesalers.

Pearson's "Pick-A-Peg" Western craft set is another new feature of the 1950 Pearson line. It combines play value of educational handicrafts with regarding artistic results in the form of fascinating Glow-in-the-Dark wall decorations. The retail price is $1.00. The Pearson line will be shown during the Toy Fair in Room 207, 200 Fifth Ave. with Miss Constance Deverall and Frederick Z. Pearson in attendance

LILJA'S NEW 10c BOOK DISPLAY RACK

Reuben H Lilja of Reuben H Lilja & Co., Inc., 113-125 North Green St., Chicago 7, says that they are daily receiving reports from dealers who are enjoying greatly increased sales of their 10c book line. The reason, says Mr. Lilja, is because these dealers are using the new Lilja display rack. "In modern merchandising, the secret is to show the goods attractively and effectively. Our new display rack has been especially designed to do just this. It holds a comprehensive variety of our 10c coloring, cut-out and picture books and does a real stunning job every hour of the day."

Mr. Lilja went on to say that dealers who put this display rack in a prominent location are delighted with the results. A Lilja Book Display Rack is available from wholesalers handling the Lilja book line at nominal cost.

EASTERN DELIVERIES ON BI-BYE AND BEVERLY DOLLS

When Walter Fleischaker, president of Fleischaker Novelty Co., Venice, Calif., returned from New York the first of February, he announced: "I have made arrangements for orders on Bi-Bye Baby and Beverly Dolls to be delivered to eastern accounts out of Chicago and New York" He is showing the line in Room 702, Hotel New Yorker, during the Toy Fair

ADMIRATION TOY CO.

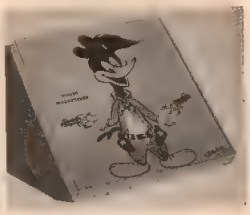
The admiration Toy Co., Inc., 3654 Broadway, New York City, is realizing outstanding success with its line of artistically designed character dolls. A progressive firm, Admiration Toy has grown quite rapidly and at the present time the annual production capacity of this factory is over one million dolls. The president of the company, Michael Newman, is known in the toy field both in the United States and abroad.

GASTON'S "JUGGLE PUZZLE"

"Woody Woodpecker and His Pals"—That's what the Gaston Manufacturing Co., is calling the new addition to their toy line. More than a toy, it's actually a whole new toy idea! Raymond C. Gaston, the firm's President, calls it a "juggle-puzzle." Here's the way the "juggle-puzzle" works: Six of Walter Lantz' most famous cartoon characters. . . . Woody Woodpecker, Oswald the Rabbit, Little Roquefort, Wally Walrus, Andy Panda, and Miranda Panda. . . have been lithographed in four colors on heavy cardboard. But, the pieces are interchangeable! Kids can put Woody's head on Oswald's body. . . . Miranda's feet on Little Roquefort's body, etc That's where the term juggle gets into the puzzle. According to the latest tabulations over 46,646 combinations are possible.

Mr. Gaston feels that his Bozo the Clown and Changeable Charlie wooden blocks have already proven the popularity of multiple combination cartoon toys and that "Woody" is a natural addition to the line. The switch in construction from wooden blocks to heavy cardboard was, of course, necessary to make the "juggle-puzzle" idea both possible and practical. The firm is confident that by bringing Woody and his Pals into the Gaston family they have established a well rounded line of merchandise in which each toy helps to sell the others.

Another new feature the Gaston Mfg. Co. intends to bring to the Toy Fair is their Combination Package. This package is designed to eliminate the time and trouble jobbers and wholesalers spend in unwrapping shipping cartons and repacking the individual boxes to fill small orders. It will consist of six boxes of the Bozo blocks, six of Charlie, and twelve of Woody. They feel that a combination package such as this is the perfect answer to the stock problems, and consequent small orders, of many retailers.



New Toys on Parade

Hopalong Cassidy Game

Nary a retailer in all the land has been forced at gun point to buy Milton Bradley's new Hopalong Cassidy Game. But they re buying, pardner

Popularity of the Hopalong Cassidy Game with consumers is already helping a great many retailers all over the country to expand their off-season game sales. In addition, Hopalong Cassidy Game promotions are scheduled for Fall and Christmas by a number of department stores and toy shops

Milton Bradley s Hopalong Cassidy Game is a good $1.50 retail value with reward money, metal horses and riders, 12 desperados and a big playing board. It is lithographed throughout in four colors

THE MILTON BRADLEY COMPANY is located at Springfield 2, Mass.

Oak's Rudolph in New Box

Rudolph, the Red Nosed Reindeer, stands beside his handsome new "home" that has a large and modern cellophane corner window. This is one of the Squeeze-Me line of soft rubber latex crib toys made by the OAK RUBBER COMPANY of Ravenna, Ohio.

The popularity of Rudolph, the lovable little character whose "record has broken all records" is one of the sensations of the toy trade. Sales are proving that in this soft, cuddly toy, Rudolph is extremely appealing. The fact that he whistles softly when squeezed makes him all the more interesting to the youngsters.

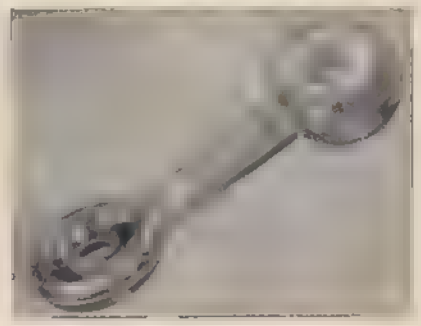
Oak Rubber Cinderella Balloons

Inspired by Walt Disney's new film success, "Cinderella," OAK RUBBER COMPANY of Ravenna, Ohio, is offering a full line of attractively printed Cinderella balloons.

For 5c retail there is a 13-inch-high toss-up, complete with feet, as well as an 8-inch round, printed on one side with assorted Cinderella characters.

Ten-cent retailers include a toss-up and varying round designs

The range is printed in one, two, and four colors -all balloons authentically reproducing the appealing Cinderella characters.



Dum-Bel Rattle

This bright-colored rattle will attract and hold baby's attention. Molded in two parts of tough, economical cellulose acetate, the top section is transparent, revealing a variety of colored beads which roll from end to end with an enchanting click

The rattle can be pounded, bitten, even stepped-upon without marring the finish. Because it is durable and smoothly finished, it cannot scratch tender hands. Made of cellulose acetate, it's nontoxic, sanitary, and safe.

Dum-Bel Rattle is molded by Franklin Plastics, Franklin, Pa., for HOLGATE BROTHERS COMPANY, Kane, Pa.

Hoop-D-Loop

Toy of father's youth, revived and dressed up for present day little folk is the Hoop-D-Loop, distributed by the CELCO CORPORATION, 1621 Tenth Street, Santa Monica 44, California.

The hoop is metal, 9 inches in diameter, and has 12 holes in the rim. Colored strings or ribbons may be entwined in the holes to decorate the wheel to the child's own fancy. Children can quickly learn to do tricks with the Hoop-D-Loop, make figure eights, make the hoop jump over obstacles, etc.

The pusher is 26½ inches long and of steel construction with a protective rubber grip. The pusher comes in yellow, blue and red. The grooved rim of the hoop just fits the handle so it can be rolled down the handle to start it.

The product is claimed to be almost indestructible. It retails complete for $1.00 and is warehoused in Long Island City, Chicago, Oklahoma City, and Santa Monica

PEGGY CLOTH BOOKS + TOYS = QUALITY ALL AROUND

Unstarched muslin and fast colors, safest for babies. Foam-rubber stuffed toys serve as sponge.

6 titles assorted

Books alone Dz. $ 9.00
Book + toy in bag, Dz. 10.80
Book + toy in box Dz. 11.88

PEGGY CLOTH-BOOKS, INC.

189 Worth St., New York 13, N. Y. • 1025 and 1522 Merchandise Mart, Chicago

MAKIT TOY

THE COLORFUL CONSTRUCTION TOY

IMPROVED and ENLARGED

—PROVEN POPULARITY—

A YEAR 'ROUND BEST SELLER

PRIMARY MAKIT.. 93 Pieces
SUPER MAKIT.....183 Pieces
JUMBO MAKIT.....292 Pieces

W. R. BENJAMIN CO.
MAKERS OF MAKIT TOY
GRANITE CITY, ILLINOIS

REPRESENTED BY COLEMAN & MORRIS ROOM 516 200 FIFTH AVE., N. Y.

IT'S KEYSTONE PREFERRED

DOLL HOUSES — MOVIEGRAPHS — MECHANICAL TOYS — FARM SETS GAS STATIONS — SAILBOATS — HEAVY STEEL RIDE 'EM TOYS
(Reg. U.S. Patent Office)

ROOM 442—5TH AVE. BUILDING

KEYSTONE MFG. CO.
151 HALLET STREET • BOSTON, MASS.

TRU-toys

Exact scale models of world-famous International Harvester farm and industrial equipment...a profitable line you'll be proud to carry.

mfg'd. by **PRODUCT MINIATURE CO.**
2240 S. 54th ST., MILWAUKEE 14, WIS.

» » » The Largest Mask Manufacturers in the World

OUR 79th YEAR

MASKS—PAPER HATS
NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms:
503 METROPOLITAN AVENUE, BROOKLYN, N. Y. • ARTHUR FREY, 200 FIFTH AVENUE, N. Y. C.

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When in New York make AY-WON your first stop for
TOYS • GAMES • DOLLS • NOVELTIES
A¹ Experience + A¹ Service = Your Entire Satisfaction

AY-WON TOY & NOVELTY CORP.
JACOB SCHECHTER, President
890 Broadway New York 3, N. Y.

TOYS & NOVELTIES

CHICAGO

Provides Dealers with Valuable Information Concerning Toys, Games, Wheel Goods, Hobbies and Crafts.

THREE DOLLARS A YEAR

William C. Fisher

GLOLITE APPOINTS SALES MANAGER FOR CHAIN STORE SALES

It has recently been announced that William C. Fisher has been appointed sales manager of chain store sales for the Glolite Corp., a Noma Electric Division His headquarters will be in New York.

Mr. Fisher comes from a long line of chain store men, with his father and uncles being associated with S. S. Kresge for many years. Before joining the Noma Organization, he graduated from Notre Dame. During the war he commanded a P. T. boat in the Solomons and the Philippines. Nowadays, in his spare time he plays an occasional round of golf at the Westchester Country Club, where he keeps his scratch handicap in working order.

INEZ HOLLAND EXPECTS EUGENIA DOLL TO ENJOY BIGGEST YEAR

With 1950 starting off at a lively pace, Inez Holland and Fred Gardel predict the greatest sales volume on Eugenia Dolls in the history of the firm. One of their most astute moves was the appointment of Levy and Fryer as sales representatives. These up and coming toymen have already done their share in strengthening Eugenia's sales picture. The new Eugenia line will be shown by Inez Holland in room 518 in the Fifth Avenue building, as well as by Levy and Fryer in room 203. Special emphasis has been given to the costuming of the Eugenia dolls under the direction of Fred Gardel. In addition, Eugenia has taken advantage of the newest developments in 1949 and 1950 with the result that their dolls possess a new beauty and charm.

WEISMAN EXHIBITS NEW BROCKTON PRODUCTS

The Sam Weisman Sales Organization, manufacturer's representative for Brockton Carriage, Inc. of Boston, is featuring the new line of Brockton strollers both at the Toy Show and at the Weisman Organization's permanent showrooms, Room 209, 200 Fifth Avenue, New York City Among the Brockton items being featured are the new Ambassador Stroller which includes such "extras" as extended foot rest, hard wood arm rests and sides, visor, wheel brake, rubber tires, detachable hood and many other features. Also included in the exhibit is Brockton's Metal Doll Stroller which features rubber tires, folding handles, belt and extending foot rest.

BILL BOYD AND GEORGE D. HARRIS REVIEW ROLLFAST'S "HOPPY" BIKE

In the midst of a tremendous welcome by more than 300,000 New Yorkers, Bill Boyd, better known to his millions of screen and television admirers as "Hopalong" Cassidy, took time out from his crowded schedule to visit with George D Harris, president of the D. P. Harris Hdw. & Mfg. Company, Inc. Bill Boyd came from Hollywood to New York in connection with the launching of a "Hopalong" Cassidy comic strip to be featured every day in the New York *Daily Mirror* to its 2,500,000 readers—and, of course, to see how Rollfast, through the medium of a bicycle, will bring "Hopalong" Cassidy to America's millions of cowboy-conscious boys and girls.

Rollfast has created a new theme in bicycle designing for their "Hoppy" bike It spells out the character of the famous

"Hopalong" Cassidy (left) and George D. Harris

Western star, and gives youngsters an authentic cowboy bicycle, with individualized and detailed styling to capture the imagination of the "two-gun" small fry.

In addition to bearing the name of the popular western-film hero, the Bar-20 model bicycle has scores of cowboy trappings. It is finished in the symbolic "Hoppy" black, white and chrome. Among the unusual features are a pair of built-in pistols and jeweled holsters, specially designed long-horn handlebars that look like real steers' horns, and individually styled horsehair grain western type saddle, frontier fringed carrier, authentic "Hopalong" Cassidy coined medallions on the tank and chrome studded lamp, mudguards and chain guard. U. S. design and mechanical patents are pending. Twenty-inch and 24-inch juveniles in both boys' and girls' models will be available on or about March 1. A 26-inch size will follow shortly thereafter. The new Bar-20 model bicycle will be Fair Traded.

The Harris Company, by combining the two well known names of Rollfast and "Hopalong" Cassidy, now offers its dealers and distributors a double-barrelled promotion. Window displays and local newspaper advertising will tie in with the "Hopalong" Cassidy Enterprises national publicity and advertising activities on television, radio and movies, and in comic strips. The Harris Company states that further details will be announced from time to time. They also invite inquiry from the trade

AFFILIATED RETAILERS, INC., APPOINTS GENERAL MERCHANDISE MANAGER

Arthur N. Ransford, for the past three years divisional manager for housewares and traffic appliances for Affiliated Retailers, Inc., has been promoted to the post of general merchandise manager of that organization, which is cooperatively owned by 30 department stores including the R. H. Macy Co., May Company and City Stores groups. Mr. Ransford was for a number of years a buyer for J. C. Penney & Co., merchandise procurement specialist for the War Department, and an executive of Hahne & Company.

EDUCATIONAL TOY CO. ANNOUNCES IMPROVED JOHNNY JUMP UP

Educational Toy Company, 1614 Fourth Avenue, South, Minneapolis 4, Minnesota, announces that they are now offering the trade an improved model of their increasingly popular Johnny Jump Up. Retailing at $3.95, it contains a larger spring for smoother jumping, a front "pocket" to hold a toy, jingling bells above the springs and other new features.

Johnny Jump Up was designed to offer parents the safest and strongest possible baby exerciser, Mothers find it just the convient size to take along on trips or visits and approve of the easy way in which it can be hung on any wooden door frame

In addition to the Johnny Jump Up, the Educational Toy Company is also manufacturing a new line of Vinyl plastic stuffed clowns, bunnies and dolls. Large in size and colorfully decorated, their appeal is heightened by tinkling silver bells. An-

other new item is a new plastic jet-propelled balloon boat to retail for only 39c.

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Arthur N. Ransford, for the past three years divisional manager for housewares and traffic appliances for Affiliated Retailers, Inc., has been promoted to the post of general merchandise manager of that organization, which is cooperatively owned by 30 department stores including the R. H. Macy Co., May Company and City Stores groups. Mr. Ransford was for a number of years a buyer for J. C. Penney & Co., merchandise procurement specialist for the War Department, and an executive of Hahne & Company.

EDUCATIONAL TOY CO. ANNOUNCES IMPROVED JOHNNY JUMP UP

Educational Toy Company, 1614 Fourth Avenue, South, Minneapolis 4, Minnesota, announces that they are now offering the trade an improved model of their increasingly popular Johnny Jump Up. Retailing at $3.95, it contains a larger spring for smoother jumping, a front "pocket" to hold a toy, jingling bells above the springs and other new features.

Johnny Jump Up was designed to offer parents the safest and strongest possible baby exerciser, Mothers find it just the convient size to take along on trips or visits and approve of the easy way in which it can be hung on any wooden door frame

In addition to the Johnny Jump Up, the Educational Toy Company is also manufacturing a new line of Vinyl plastic stuffed clowns, bunnies and dolls. Large in size and colorfully decorated, their appeal is heightened by tinkling silver bells. An-

other new item is a new plastic jet-propelled balloon boat to retail for only 39c.

The Holt Game & Sales Co. manufactures a simulated football game.

"LET'S PLAY FOOTBALL" INTRODUCED

Frank L. Holt of Holt Game & Sales Co., P. O. Box 725, Selma, Alabama, reports that their new game "Let's Play Football" is losing little time in arousing the interest of game fans.

Described as a simulated football game, with maneuvering actions on the field, or progress of the ball, greatly resembling the actions and situations of an actual football contest, 54 plays are possible on the game chart. The playing combinations and rules are completely outlined at each end of the playing chart, which measures 14½ inches by 28 inches and just fits a conventional card table. The attractively mounted board folds in the middle. Says Frank Holt, inventor of the game, "Simplicity, fast action and realism are the keynotes of 'Let's Play Football.' It is designed to teach the novice the fundamental rules and penalties of real football and can be enjoyed alike by adults or youngsters."

LOS ANGELES OFFICES AND SHOWROOMS OPENED BY IDEAL NOVELTY & TOY COMPANY

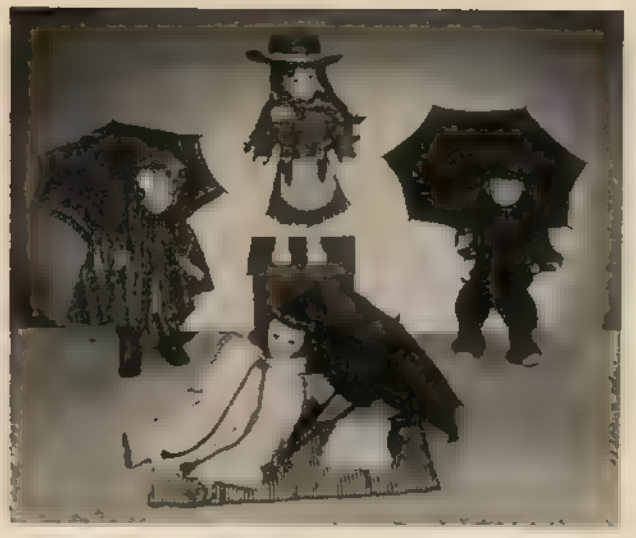
New offices and showrooms designed to render better service to Pacific Coast and Southwestern customers have been opened in Los Angeles by the Ideal Novelty & Toy Company, New York, one of the world's largest manufacturers of dolls, toys, housewares and recreational novelties, it has been announced by B. F. Michtom, vice president in charge of sales. The new branch which will feature at all times a complete line of merchandise, is located at 914 South Main Street, in the heart of the city's downtown district. Ample free parking space for customers is provided in the rear of the building.

Leonard Silverman, who for several years has been Ideal's representative in the southwest, is in charge of the new branch. He will be assisted by an augmented staff of sales and service specialists. "Len," as he is popularly known in the trade, attended Johns Hopkins University at Baltimore, then joined the armed forces. Enlisting as a private in 1941, he emerged as a major in 1946. At present he holds a commission as a Lt.-Colonel in the Air Force Reserve. Silverman is a resident of Los Angeles, where he lives with his charming wife and two children, Bob, age six, and Jacqueline, two and a half. His wife is the daughter of Irving Cohen, veteran "Idealite" who heads the company's midwestern branch office at Chicago. The company also has a recently opened branch in Dallas, Texas.

"SCHOENHUT'S HUMPY DUMPTY CIRCUS TOYS" REVIVED

Way back in the early 1900's Albert Schoenhut, of the famous Philadelphia family of toy makers, introduced Schoenhut's "Humpty Dumpty's Greatest Show on Earth." This original toy enjoyed widespread popularity during the many years it was manufactured up until 1933. It was first advertised to the toy trade in the May 1903 issue of PLAYTHINGS, then in 1909 a group of animals were added entitled "Teddy's Adventures in Africa." Additional items were added from time to time. The sets were made up of a veritable menagerie of animals, clowns, and circus equipment including round pedestals on which elephants and other jungle beasts perched precariously during the circus performance. This item was first covered by two patents—however, other patents were granted to the inventor in later years. It is interesting to note that Albert Schoenhut, who came to America from Wurttenburg, Germany, in 1849, was himself descended from a family that had been making toys for several generations before him. A conscientious man, he insisted that all toys bearing his name be of the finest quality and workmanship. Today the tradition of the Schoenhut name as well as the Schoenhut penchant for quality is being carried on by his youngest son, Otto F. Schoenhut, whose firm of O. Schoenhut, Inc., is known throughout the country as manufacturers of high grade toy pianos. And now comes word from Nelson B. Delavan that he has recently formed a new company called "Humpty-Dumpty Toys" and is reviving "Schoenhut's Humpty Dumpty Circus Toys" under an exclusive licensing arrangement with Otto F. Schoenhut, who will personally supervise their construction at the Seneca Falls, New York, plant of this firm. The company further announces that the line will be sold by Moseley and Abrahams. This well known organization was highly successful in selling the original Schoenhut circus. In addition to a complete range of new production samples which the manufacturers state "will be made the same as they were by the original Schoenhut Company with no sacrifice whatever of durability, play-value or quality," the Moseley and Abrahams Toy Center showroom will also house an interesting exhibit consisting of a great many pieces of the original product, several of which are over 40 years old and still going strong. The newly formed company is already under way and it is expected that shipments will start in May. Associated with Nelson B. Delavan in the new enterprise are Robert H. Glanville, who will be responsible for design engineering and production, and John Zabriskie, who will be in charge of sales, purchasing cost and general accounting. All of these executives will be on hand at the showroom of Moseley and Abrahams, Room 315, 200 Fifth Avenue, New York, during the Toy Fair.

Schoenhut's revived "Humpty Dumpty Circus Toys."



Charay's smartly styled doll outfits are packaged in individual cellophane window boxes The line includes their "standard" Doll Aquatogs, plus three new numbers· Dolly Beach Outfit, Dolly Cowgirl, and Dolly Tidykins stormy weather set.

CHARLES B. FULLER OPERATES THE PLAYHOUSE

The Playhouse of Lumberton, N. C., was opened in a new building at the corner of Cedar St. and Elizabethtown Rd., in June, 1949. This store deals exclusively in juvenile furniture, toys, and playground equipment; and carries an extensive and well rounded stock in these lines. The Playhouse is owned and operated by Charles B. Fuller who, as the first anniversary of his business approaches, is enthusiastic over the present and future of the toy and juvenile furniture field

RIBBON MANUFACTURER INTRODUCES BOWMAKER SPOOL

The Bowmaker Spool, a new kind of put-up, has been developed by Freydberg-Strauss, New York, manufacturers of the Beau Tye gift tying ribbons. This unusual spool is designed to revolutionize bow making by a simple device. Two notches in the top flange make it possible for even the least skilled person to make a professional rosette bow, the manufacturers state By following the three steps illustrated on the spool, a matter of looping the ribbon into the notches, a successful tie can almost be guaranteed

The company's Texray ribbon lends itself particularly well to tying on the Bowmaker, and it is planned that all spooled narrow ribbons manufactured by the company be put up on the new spool. A patent has been applied for and is now pending.

CADACO-ELLIS PRESENTS THREE NEW GAMES

Scientifically designed to meet the entertainment requirements of varying age groups, three new Cadaco-Ellis specialties make their Toy Fair debut in Room 407, Fifth Avenue Building. Sharpshooter, featuring two repeating pistols with a unique Trophy Target Range, supplies fast shooting action for ages 9 to 14. Storyland Parade spotlights six animated characters which dramatize the two full length stories, provide hours of creative play for ages 3 to 9. Dobbin Derby, filled with action from start to finish, is designed primarily for the kindergarten set.

STAHLWOOD INTRODUCES SPUNKY!

The Stahlwood Toy Manufacturing Co. Inc., well-known manufacturers of rattles and educational toys have introduced a new trade-mark to be carried on all their products. The new trade-mark features a little boy with the name Spunky in a semi-circle, and all items in the Stahlwood line will carry this attractive symbol One of the first items to bear the new trade-mark will be a brand new multi-colored carousel rattle that is designed for eye appeal as well as quick sales. The rattle includes 5 riveted nickel-plated tinging bells, plus a gayly colored ribbon. The rattle comes packed in individual gift boxes. Suggested retail price is 98c. The carousel rattle as well as the many other new Stahlwood "sales-getters," can be seen at the Toy Show, Room 410, Hotel McAlpin, or at the showroom and factory of the manufacturer, 601 W. 50th St., New York 19. N Y.

CHARAY'S EXPANDS LINE OF DOLL CLOTHES

Herbert S. Chason, newly elected president of Charay's, Inc., 416 E. 59th St., New York 22, has announced the addition of Dolly Cowgirl, Dolly Beach Outfit, and Dolly Tidykins to the Charay line. In addition a line of parasols for children from two to six has been created for toy departments. A special display deal on their doll clothes is available, states Mr. Chason Charay's, Inc., who are the creators of Dolly Aquatogs, are represented by Brinkman & Tillman, whose showroom is in the Fifth Avenue Building, 200 Fifth Ave New York

"That little girls love to dress up their dolls in authentic, miniature clothes grows more apparent every day," Mr. Chason says. "We have designed a new line of outfits that is in step with the recent progress in realism achieved by doll manufacturers. Our doll outfits are carefully made to fit dolls from 10" to 24", with each size range indicated on the box. By creating clothes that are new in styling, making them with careful attention to details, and incorporating workable moving parts and accessories like zippers, umbrellas, guns, etc., we feel that they offer the greatest possible play-value. Our Dolly Aquatogs number has been reported by many stores as the leading single doll clothes item.

"For the current rage in Western clothes, we are featuring Dolly Cowgirl, complete with hat, shirt, bandanna, skirt, jacket, holster and pistols. For summer and after-bath play we have created Dolly Beach Set with French-type terry robe, bag, beach mat and umbrella. Then we have tied up with one of the nation's leading snowsuit houses, Tidy Products, for our Dolly Tidykins zipper snowsuit, knitted hat and umbrella set. This is an exact reproduction of one of their latest snowsuit fashions, complete to the embroidery."

Shown above are the new games in the Cadaco-Ellis line.

ACCESSORIES

AMERICAN PAD & TEXTILE

THE AMERICAN Pad & Textile Co., Greenfield, Ohio, features a number of new and improved products

Prominently featured is the No. 10A Sportster Vest, filled with new Java Kapok. This year the manufacturers feature it in small, medium and large sizes, for perfect fit on any wearer The vest is comfortable and easy fitting, and permits the wearer to move about with freedom

Also displayed are Nos 2C and 3C Cork Life Save Vests, manufactured in accordance with U. S Coast Guard specifications. These are now made in the new Indian Orange color, to conform to the recent Coast Guard ruling. They are available in sizes for both adults and children

Tapatco ring buoys can now be ordered in various sizes, decorated to the user's specifications with individual boat names, etc. painted thereon in any desired color

Also shown for the first time this year is the improved Style No. 48 Buoyant Boat Cushion. This is the Woodstock style carefully hand-filled with new Java Kapok for use as an emergency life preserver. It has been completely redesigned to eliminate bulk and at the same time to increase sitting comfort

The Stay-A-Float child's Kapok filled swim vest, has been revised this year to include a larger size for children 12-15 years old. This rounds out the size range of Stay A Floats to include sizes for all children from two to fifteen years old

The complete Tapatco line of Kapok filled buoyant cushions is also shown. All 1950 Tapatco cushions with a leatherette covering will be manufactured from leatherette which is backed with vinyl plastic.

Kapok, wool and down filled sleeping bags, as well as sport shirts, parkas, corduroy jackets and other outdoor clothing, are also on display

Aero Marine features this distinctive plastic runabout steering wheel

AERO MARINE HARDWARE

R H Butterworth has sold out his interest in the Aee Marine Company of St Paul, Minnesota, in order to devote full time to the manufacture and sale of the new Aero line of marine hardware. The new Aero Company has been formed between Wallace Frederickson and R H. Butterworth. The line consists of unique new small boat steering wheels, windshield brackets and other popular marine hardware items in brass and corrosion-resistant aluminum alloys.

Woodstock seat style cushion, product of American Pad & Textile Company

KAAR

KAAR ENGINEERING Co. of Palo Alto, California, manufactures radio transmitters, receivers, direction finders and echo depth sounders

A feature of all Kaar radio equipment which gives exceptional battery economy is that it is instant heating.

The Kaar ES-29 100 fathom echo depth sounder is compact enough to be mounted in almost any convenient cabin location, has only one transducer and only two units to install, and will give dependable service under heaviest weather conditions

SPERRY TOP-SIDER

SPERRY Top-Sider footwear with non skid soles will be available this year in three shoe styles, two boot styles and one rubber. Additions to the 1950 line include the Commodore Oxford for men and women in jeans blue denim, a light weight boot for wear over socks and a high cut rubber. All have special non-skid soles to produce surefootedness on wet, slippery, heeling decks and on docks. The non-marking white sole also protects the finish of decks and brightwork

The Commodore Oxford, introduced last year in faded blue denim, proved very popular Men's sizes are available in white, jeans blue and faded blue denim in sizes four through 13, including half sizes except 12½. Women's sizes are made in all colors from three through 10.

The light weight new over-the-sock rubber boot, called Top Sider Klingtite, is designed to give complete protection to hardy cruisers, deep sea and race enthusiasts in foul weather. It is made to two heights, one just below the knee and one to the middle of the thigh. It is sturdy, light in weight and pulls on and off quickly It is made in men's whole sizes from seven through 12

The high cut rubber, for wear over leather shoes, gives waterproof protection as well as surefootedness on wet and dry surfaces. It can be bought in men's whole sizes from seven through 12

The Sperry canvas oxford in blue and in white will be sold in men's sizes four through 14 and in women's sizes two-and-a-half through 10. The soft elk Top-Sider moccasin comes in brown and in white in men's sizes six through 13 and in women's sizes four through 9. The all-rubber Pilot boot for wear over leather shoes is made in below the-knee and mid-thigh lengths in men's whole sizes five through 13.

With the addition of smaller sizes in fabric Top Siders, most of the junior sailing enthusiasts can now be fitted out for proper safety afloat

LAWRENCE JOHNSON

THE JOHNSON Hurricane propeller is built after the finest metallurgic specifications, perfectly balanced and so designed that results under actual operating conditions have shown more than three miles greater speed, using the same size propeller in the same boat with the same engine as was formerly used

The Hurricane embraces the principle of greater blade engagement; more blade area is used to contact the water, transmitting a greater push to the boat and actually absorbing a greater amount of the engine power

The U. S. Army and Navy as well as other government departments have used the Hurricane propeller, often after competitive tests. Hurricanes are made in all standard sizes, and are usually carried in stock, by Lawrence Johnson, Freeport, L. I., N. Y.

G. WALTER MACHINE

PRODUCTS manufactured by G. Walter Machine Co., Jersey City 7, N J., consist of reduction gears, transfer drives, marine reverse gears, Clean-Flo cooling systems and propeller pullers. These lines have been further improved and expanded Important changes have been made on the complete line of Clean-Flo cooling systems

In addition they have developed a new reduction gear coupling This reduction gear can be directly connected to any engine just like a coupling It bolts with front flange to outdriving flange of engine and then connects with outdriving flange of gear to propeller shaft flange This gear unit is light and short which makes it suitable for close space installation No flexible couplings or line-up to engine bed is required Only one bolt is needed to fasten one side of gear to engine bed to prevent housing from turning

Sperry's non-skid Commodore oxford high-cut rubber and lightweight boot

They Call Him "DYKE"

Meet B. M. Dycus, now serving his 15th year with Barr. Mr. Dycus—or "Dyke" as his customers call him—covers our Bluegrass division which is southern Ohio, southern Indiana, Kentucky, West Virginia, Tennessee, and part of Pennsylvania.

We are proud of the representation Mr. Dycus gives us. Our customers give us good reports on him. They tell us that "Dyke" knows the balloon, ball, and pet toy fields inside and out. He knows what's selling best, and *when*. And his customers know they can rely on what he tells them.

Mr. Dycus is a good example of Barr sales policy, which is honest, well versed, and accurate representation. Like most Barr salesmen, Mr. Dycus is not embarrassed by myriad other lines—his only other line is not competitive and does not distract from his concentrated fund of knowledge on balls, balloons, and pet toys.

Yes, that's Barr sales policy. When your Barr representative calls on *you* he will have *few if any other lines*. He will know what he is talking about. We at Barr believe that our quality products warrant undiluted representation. High type representation as exemplified by "Dyke" Dycus serves us—*and you*—best.

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

MRS. LAURA B. WHITE JOINS ALEXANDER DOLL COMPANY

Madame Alexander of the Alexander Doll Company, 200 Fifth Avenue, New York, announces that Mrs. Laura B. White is now associated with her firm. Mrs White will act as merchandising counsellor for the Alexander firm and will be ready at all times to cooperate with buyers of Alexander Dolls in suggesting display and promotional ideas

Mrs. White brings to her new connection with Alexander Dolls a long and valuable background in toy and doll merchandising. She is known throughout the trade for her long service at Wanamaker's where she had been associated in the toy department for over 26 years

STEGER FEATURES ROY ROGERS CHUCK WAGON

L. H. Crawford, sales manager of Steger Products Mfg Corp., Merchandise Mart, Chicago 54, Illinois, reports a strong demand for their newly introduced Roy Rogers Chuck Wagon. Mr. Crawford says that stores which are displaying the Roy Rogers Chuck Wagon are finding it a sure fire attraction. The multitude of cowboy minded boys and girls all over the country have only to see the Roy Rogers Chuck Wagon to instantly want to add it to their assortment of cowboy equipment.

This new Steger product has a hardwood wagon body, with double stake sides

Roy Rogers gives his son, Dusty, a demonstration of how the Chuck Wagon works. Parents will find little trouble getting their cowboys to stop for lunch if served hot off the wagon.

and ends that are removable and adjustable. The 9" wheels are equipped with 1¾" non-roll-off semi-pneumatic tires. Mr Crawford calls attention to the fact that there are many variations which a clever youngster can make with the removable stakes and adjustable top.

The Steger Roy Rogers Chuck Wagon is on display at their Merchandise Mart showroom and can also be seen in New York at the showroom of Blazon, Inc., 1107 Broadway

Model 145
The Steel Carrier

THREE POPULAR NEW TONKA TOYS

Shown in the accompanying illustration are three new additions to the growing Tonka metal toy line manufactured by Mound Metalcraft, Inc., Mound, Minnesota.

The No. 145 Steel Carrier is a factual scale model carrier with quality features in construction such as rolled edges, dual wheels, plated steel rims and large rubber tires. It has a fifth wheel device for coupling and uncoupling the tractor and carrier. It is 22" long, 5¾" high and 5¾" wide

Model 175
The Utility Hauler

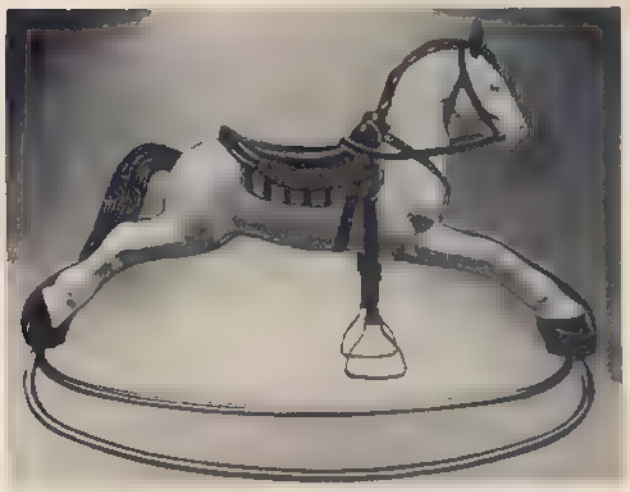
The No. 175 Utility Hauler represents up-to-the-minute designing and styling It is of heavy gauge construction and has embossed stakes on the side panels Dual wheels, 6 large rubber tires, plated steel rims and high gloss baked enamel finish are quality features

The No 185 Tonka Express Truck has functional end gate, high baked enamel finish, plated truck rims, dual wheels, 6 large rubber tires and plated front bumper

L. V. Baker, president of Mound Metalcraft, Inc., points out that all Tonka Toys are realistic scale models of regular industrial and commercial equipment and are made to last as well as to look attractive. Tonka Toys are on display in New York at the showroom of Arthur Piser, 200 Fifth Avenue and can be seen on the Pacific Coast at the showroom of Murry F. Felds, 4316 Telegraph Avenue, Oakland 9, California

Model 185
The Tonka Express

New Toys on Parade

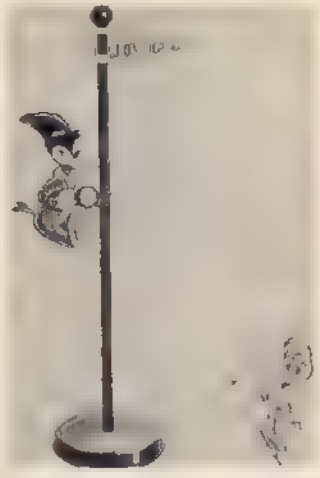


Improved Rocky Ranger

There is something to do when a youngster gets astride the new and improved Rocky Ranger rocking horse, according to Ability Products Co. of Pasadena, California. New refinements in saddle area, rockers, and about the head make the Rocky Ranger one of the most dashing, action-packed toys of its kind the nearest thing to the real "nag."

Constructed of ship-proof, durable, thermo-setting Poly-Ester Resin combined with special fibers for strength, Rocky Ranger has been tested to 200 lbs. weight and will not tip over. He's realistic and life-like in looks and action.

A white horse with black tail and mane in gloss finish, Rocky Ranger is light in weight, yet unbreakable. He stands 20" high in the saddle. Stirrups are of aluminum while the reins and stirrup straps are genuine leather. Soft rubber ears and multi-colored saddle blanket add thrilling realism to the rocking horse, whose suggested price is $22.50 ABILITY PRODUCTS CO., 2036 Lincoln Ave., Pasadena 3, California, manufacturer of Rocky Ranger, has several sales representatives including Anderson Sales Co., 730 W. Tenth Place, Los Angeles 15, Calif



Woody Woodpecker on a Pole

MASTER BUILDER TOY, INC., 1750 Berkeley St., Santa Monica, California, manufacturers of colorful plastic construction toys, has added several new toys to its line.

The first to appear on the market is Woody Woodpecker on a Pole—an action toy released approximately June 15th. Woody, a lithographed metal toy, is certainly in his natural habitat—"on a pole" just a peckin' away as he descends the pole after being released from the top.

Woody will retail for 98c, and may prove to be quite a hot item.

The maker has warehouses in Chicago, New York, and Santa Monica

Fluorescent Finish Balls

Barr-Glo balls are being offered in a wide range of sizes and designs—both gas inflated and sponge of the highest quality. The durable Barr-Glo finishes are applications of the famous Switzer daylight fluorescent colors as produced under license, exclusive to the manufacture of rubber toys.

The maker, THE BARR RUBBER PRODUCTS CO., 1552 First St., Sandusky, Ohio, claims without reservation that these striking Barr creations are the brightest, most brilliantly colored rubber balls ever made. The colors were recently publicized by a national picture magazine as being visible for a distance of two miles when "advantageously" displayed on the beaches of California

Colors currently offered are combinations of Fire Orange, Signal Green, and Arc Yellow. The attention impact and sales appeal of Barr-Glo balls are undeniable.

Pop Corn Junior

Novelty that stands alone in its field is Pop-Corn Junior, an electrical pop corn machine for youngsters. The manufacturer is WILSON BROTHERS, 1108 Eighty-One Madison Bldg., Memphis, Tenn., whose president is Carlos G Wilson

Pop Corn Junior is made of sturdy metal, painted white, and looks like a large, professional pop corn machine. The red plastic top makes it a colorful display unit. Size is 12 by 20 inches.

In the aluminum cooker there is a sealed heating unit for safe operation. Mr Wilson has applied for and expects to have soon Underwriters Laboratory approval.

All the youngsters have to do to get in the pop corn business is to plug in the electrical outlet, put in the pop corn, and the machine does the rest. They'll be kings of neighborhood and family alike. Each unit comes with a box of pop corn, 12 Clown pop corn boxes; and a metal scoop. Suggested retail price is $9.95.

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The Cutest, Cleverest ARTISTIC TOYS You've Ever Sold

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DOLLS and ANIMALS

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Little Boys and Girls
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Made by
ARTISTIC Toy Company,
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They're Part Of The Large Family Of
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GENUINE LEATHER HOLSTER SETS

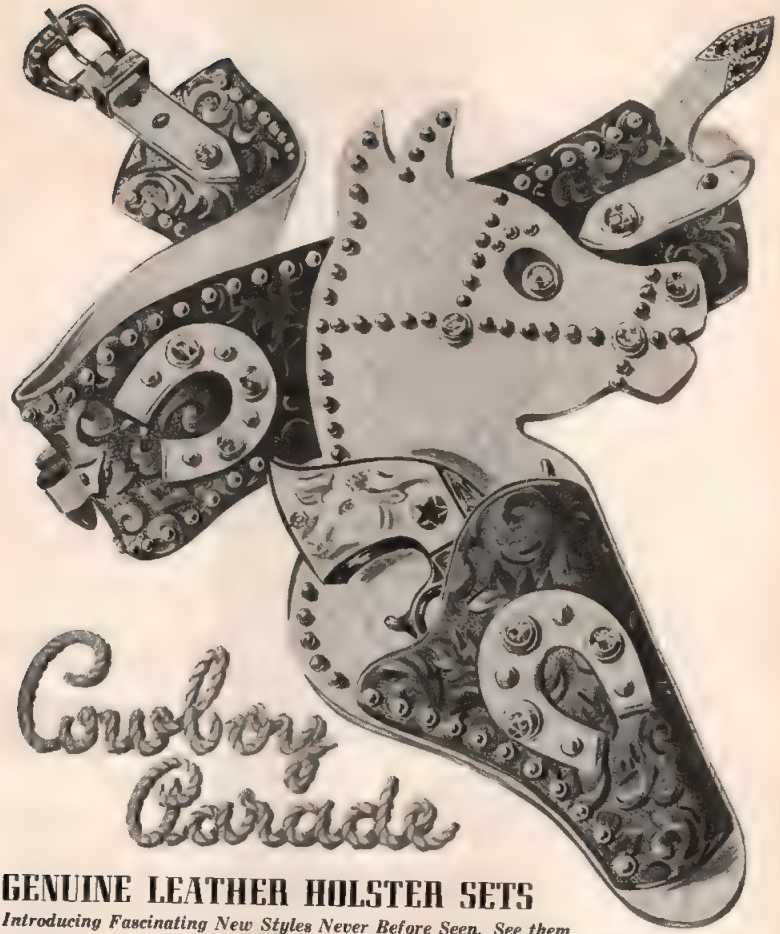
Introducing Fascinating New Styles Never Before Seen. See them together with our popular MIDGET 200, MIDGET PARADE and New Soft Doll Line

ATLANTA NOVELTY MFG. CORP.

Factory: 443 Broadway, New York 13, N. Y.

HOTEL McALPIN
Room 919

200 FIFTH AVENUE
Room 207



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ATLANTA NOVELTY MFG. CORP.

Factory: 443 Broadway, New York 13, N. Y.

HOTEL McALPIN
Room 919

200 FIFTH AVENUE
Room 207

There is Nothing Like...

at-play toys For Easter!

Just wait until you see the new and exciting 1951 creations of Wight Rushton and you'll agree there's nothing to compare with this season's showing of At-Play-Toys. Each is individually designed and brilliantly costumed in the most original fashion. There are Easter Rabbits in all sizes and color combinations, feathery chicks, downy ducks and dozens of other soft cuddly novelty toys, all new and different to retail from $1.50 to $10.00.

• • • You'll simply have to see these outstanding toy values to appreciate their unusual sales appeal. Visit our sales offices or write factory direct.

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•
THE RUSHTON CO.
[illegible] Bankhead Avenue, N. W., Atlanta, Georgia
SALES OFFICES
CHICAGO [illegible] Michigan Blvd.
NEW YORK 232-200 Fifth Avenue
LOS ANGELES [illegible] Los Angeles Street

Royal Masks

OUTSELL COMPETITION

over 4 to 1 in impartial sales test!

Here's why . . .

Soft Felt Backs . . . will not irritate child's face.

3-ply material gives greater strength and durability

Double reinforced Eyelets

Washable . . . no fade or smear

Fresh, new designs
Brilliant colors
Fast dyes

Front gauze 44 x 36 threads to inch

Flame-proof artificial hair

Wide Range of Character Designs

Make the Customer's Choice your choice . . .

With only jumble counter displays and price cards reading "10c each" as the entire promotional effort, Royal Juvenile and Royal Youth gauze masks outsold the masks of another well-known manufacturer by an average of more than 4 to 1 for the two types in a wholly impartial test conducted in one of the nation's leading chains. Both lines were given equal display throughout the test. Customer Choice speaks for itself . . . tells you better than thousands of words of "sales talk" why the Royal Mask line alone leads. For faster sales . . . quicker turnover . . . bigger profits . . . make the "customer's choice" your choice. Order Royal Masks every time!

Write for our new catalog!

GAUZE MASKS
Hand Printed
Hand Painted
LUMINOUS MASKS
CARDBOARD MASKS
RUBBER MASKS
PAPER NOVELTIES

Austin Art Studios

House of Halloween

1023 HARNEY ST.—PHONE JAckson 3621—OMAHA 2, NEBR

Going hunting? Want to bring hawks, crows and ducks within the range of your gun? These calls give nearly perfect imitations of the birds. Get the thrill of concealing yourself in the brush and bringing the birds to you by imitating their calls. Complete instructions are sent with each call. The duck call, for example, gives directions for giving the greeting, come-back, feed and lazy hen call. Distinguishes different calls for different types of birds. Carefully tuned metal reeds. Maple body with birch reed holders.

CROW CALL

Have fun with your air rifle or gun. Help the farmers by getting rid of the these pests. Thus [illegible]

No. 4292. Crow Call. Price Postpaid.. **$1.00**

DUCK CALL

A good call makes hunting easier and more fun. Get out in the woods and fields and hunt ducks. Good sport and swell eating. Very realistic call

No 4293. DUCK CALL.
Price Postpaid **$1.50**

OLT'S ADJUSTABLE GAME and BIRD CALL

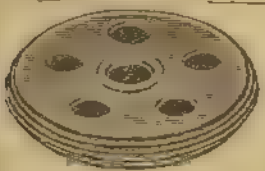
For over 40 years OLT'S True-tone Calls have been unsurpassed in performance. Life long study of birds, their calls and habits, have produced this effective, clear, true-to-nature tone. This the finest call. Produces [illegible] realistic imitation of **HAWK, DUCK, CROW, CHICKEN, WILD BIRDS** of every description and many species of wild game. Nothing else like it. Made of select hard polished rubber. Convenient adjustable nickel plated nine slide. [illegible]

No 4296. Adjustable Game Call.
Price Postpaid **$2.95**

Magnetic Fighting Cocks

THEY BATTLE! LIVELY ACTION! [illegible] powerful alnico magnets, these cocks fight to finish. Last forever.

No. 2018 Per Pair **29c**



Coin Safety Purse

Once you put your money in this safety purse it is impossible to accidentally "slip" out. You can get any coin out in a couple of seconds. Purse is made of rubber with holes in it.

No. 6751. Safety Purse **39c**

Brings Squirrels to You!

Like a duck takes to water, squirrels answer this call. Wonderful for hunters and nature lovers. So natural it brings them out into open. Hand operated. For gray and fox squirrels. Full directions.

No. 4280. Squacky Squirrel Call.
Price Each, Postpaid.... **$2.50**

PRONTO

AUTOMATIC

Button Pocket Knife — Safety Lock

Opens Quick as a Wink

4½-In. Overall Length

PRECISION BUILT

HIGH-CARBON STEEL BLADE
Mirror Polished

BRASS LINED

"SURE GRIP" COLORED PLASTIC HANDLE

Sportsmen will appreciate this **FAST ACTION, AUTOMATIC SAFETY KNIFE.** Ready for use in a jiffy—Just press button & blade springs open and locks into position.

Safety Lock Guards Against Accidental Opening

Each fitted with safety lock to avoid accidental opening. No more broken fingernails—no more delay. Has 2-inch blade built into rugged, non-slip grip handle 4½ ins. overall. A real joy to work [illegible] razor sharp, long [illegible] large size grip.

No. 8400. Automatic Push Button Knife. **$1.98**

Elbow or Knee LEATHER PATCH

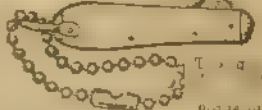
Shirts, Pants, Jackets, Etc.

Saves your pants knees and your jacket or sweater elbows from wear. Make fine patches if worn [illegible] through. Genuine leather, adds to looks. Brown or black. Set of 2.

No. 4559. Price Per Pair **35c**

Midget Knife

On Key Chain



[illegible] size. On key chain for maximum convenience. Single blade high-grade mirror-finished sharp point 2¾ ins. long, 2 in. blade. Celluloid handle. Nickel beaded key chain with clasp.

No. 8445. Price Postpaid **59c**

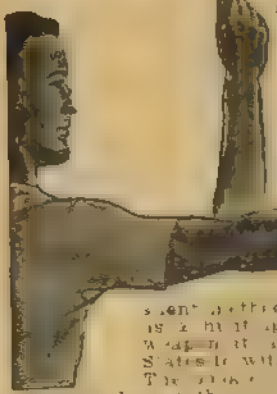
Made So You Can Throw Them To Hit A Moving Target!

Accurate
Penetrating

Throwing Knife

Properly Balanced for Knife Throwing

Go Small Game Hunting and Do Target Throwing With This Double Edge Throwing Knife!



You don't have to be a professional knife thrower to enjoy one of these balanced throwing knives. KNIFE THROWING as a sport is being practiced extensively and can provide a lot of fun.

A sport that can be developed with little skill, although for trick throwing and long range throwing, some practice is required. It offers a unique and [illegible] method of hunting [illegible] used in the old days as a hunting and [illegible] weapon. These knives are made in the United States to withstand heavy use and [illegible] target work. The [illegible] the tricks of the [illegible] throwing knife enthusiasts. These knives are [illegible] for **HUNTING, FISHING and THROWING.** [illegible] several Alpine [illegible] blade. Keen edge. A real beauty.

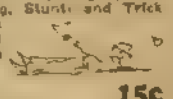
No. 8394. HUNTING and THROWING KNIFE. Price Postpaid .. $1.98

Everyone Who Owns Any Kind of a Knife Should Read This Amazing Book on Knife Throwing!

How to Throw Knives

The Art of Knife Throwing for Hunting and Target Work

REAL ADVENTURE AND FUN AHEAD! Learn the art of knife throwing. The [illegible] most any kind of [illegible] to [illegible] a real [illegible] to [illegible] other [illegible] of [illegible] and amazing [illegible] Also all the [illegible] a weapon for [illegible] Also [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] work. If you own any kind of a knife you'll be amazed at what you [illegible] reading this book. Includes: Knives, Targets, Spot Targets, Moving Targets, Straight Knife Throwing, Stunts and Trick Throws, Backward Throws, Throwing at Unseen Objects, Paper Cutting, Stone Cutting, Axe and Hatchet Throwing, Knife Fighting, Hunting with a Knife, Etc., Etc. 36 pages. Well illustrated.



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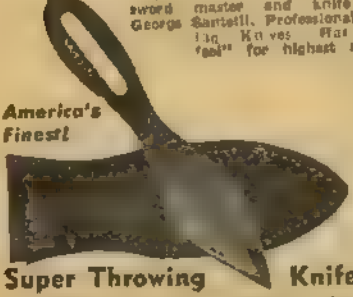

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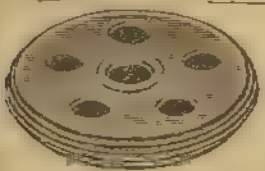

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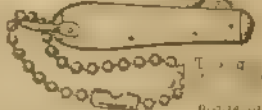

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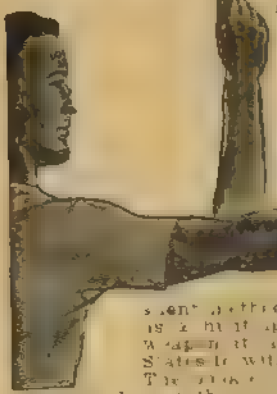

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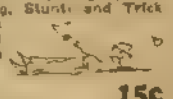

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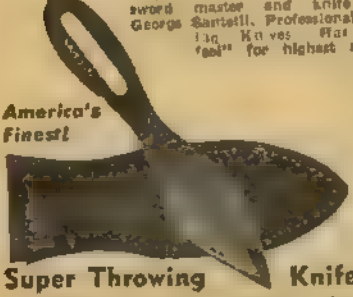

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—Automatic Lasso Makes It Easy to Rope Animals, Boys and Others!

Rope 'Em and Tie 'Em With This

LARIAT & LASSO

Come on, you cowboys! Gather round and read about a piece of equipment no real cowhand would be without. This specially made lariat is almost twelve feet long. Ideal size for throwing or spinning. Light in weight too, so that you'll have no trouble carrying it.

Each rope has a specially designed grip that automatically holds the rope and prevents slipping. Once you've lassoed something with this lariat, it stays lassoed. Special construction keeps rope from twisting when you [illegible] friction.

No. 6087. LARIAT. Postpaid..... 25c

ROY ROGERS

De Luxe Lariat

Spin and Lasso Without Practice

While the lower priced lariat is satisfactory for doing many stunts, many fellows prefer this De Luxe lariat that makes all of those tricks easy. Has adjustable grip which can be made loose for lassoing, tight for spinning and other tricks. Built-in spinning swivel which allows rope to turn in hand without becoming twisted. The extra trimming make it especially good looking. Strong rope.

No. 6087A. DeLuxe Lariat, Postpaid... 98c

Used for Starting Games & Events

HARRINGTON & RICHARDSON

9-SHOT BLANK REVOLVER

Excellent Defensive Weapon—Scares Away Thieves, Prowlers and Animals

Regulation Harrington & Richardson revolver, adapted so it will shoot only blanks. Looks, feels and operates like regular revolver. Will frighten or scare away thieves, prowlers, burglars, vicious dogs and other animals. Wonderful for protection without the danger. Also used as a stage pistol, starter's gun for sporting events, 4th of July celebrations, etc., etc., etc. Full size pocket gun. Precision made by the H&R revolvers. Non-slip grips; all parts machined and highly polished. Smooth, precision trigger action. **NOT MAILABLE. SHIPPED BY EXPRESS. SHIPPING CHARGES EXTRA.**

9-Shot .22 Caliber Model

No. 9185 Blank Cartridge Revolver. .22 cal. 9 shot. Price **$24.95**

No. 9051. Blank Cartridges. .22 [illegible] Per 100 . . . . . **$1.25**

5-Shot .32 Caliber Revolver

No. 9154 Blank Cartridge Revolver. Extra Loud .32 caliber model. 5-shot. Price Each **$24.95**

No. 9053 Blank Cartridges. Per 100 . . . . . **$5.00**

Automatic

SMOKING CAP GUN

Sensational new cap gun puffs **CLOUDS OF SMOKE as it SHOOTS WITH LOUD ROAR!** Big, full sized gun—swell looking—Ringed [illegible]. Repeats automatically as fast as you [illegible]. Uses standard 50-shot roll caps. **AMERICA'S No. 1 CAP GUN VALUE**—louder, bigger than most, positive rapid action plus **SENSATIONAL SMOKE FEATURE!** Specially built [illegible] BOOM [illegible].

No. 2838. Smoking Cap Gun. Price Postpaid 89c

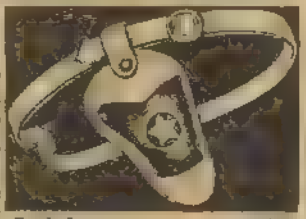
PURPLE SAGE

GUN AND HOLSTER SET

Holster and belt are made of genuine leather handsomely designed. Sturdy black plastic gun is amazingly realistic. Each set packed in color gift box.

No. 6118. Set, Postpaid 75c

HOLSTER & BELT SET



If you own a gun, you want to keep it in a holster [illegible]. It's handy and it's useful. Your gun is ready for instant use. Also serves to protect gun when not in use. This holster comes complete with adjustable belt. Holster is decorated with various Western designs. Holds almost any style gun, small or large. Imitation leather; durably made, attractively finished.

No. 9047. Belt & Holster Set. Price Postpaid..... 50c

Double Cowboy Gun and Holster Set

Holster and belt made of genuine two tone tan and brown finish leather. 8-in. holsters with [illegible] sewed in a cowboy design. Lariat [illegible] red, white and blue fringed with leather [illegible] both ends. 12-ft. [illegible]. Two metal guns. Gift box.

No. 6117. Postpaid.. $1.99

Full Size Training Rifle

Used by Military Schools, Home Guard, Drill Teams, Etc.

Has balance, genuine bolt and trigger [illegible] action canvas [illegible] graduated rear sight leaf for [illegible] Regulation desirable for Military Schools, Civilian Rifle and Drill Teams, R.O.T.C., Coast Guard, Home Decoration etc. Manual of Arms furnished with each gun. Needle [illegible]. Weighs about 1½ lbs.

No. 8086. DUMMY TRAINING RIFLE. Postpaid... $2.98

Ready-to-Fly FAST Navy Jet Plane

Complete Set Includes Ready-to-Fly Douglas Navy Skystreak, Allyn Jet Shooter, Hand Catapult & Adapter, 100-Ft. Stainless Steel Wire, 2 Rubber Bumpers

600 SCALE MILES PER HOUR

Speed! Action! Thrills! 600 scale miles per hour as the jet [illegible] and breaker [illegible] NO BUILDING — READY TO FLY [illegible] adjust [illegible] Just [illegible] hand catapult [illegible] long [illegible] [illegible] [illegible]

WELCOME PARDNERS...

COME TO THE
TOY SHOW
ROOM 533
HOTEL NEW YORKER

★ ★

HOP-A-LONG CASSIDY
HAS HITCHED UP TO
THE AUTOMATIC FAMILY
——TWO GREAT NAMES
JOIN TOGETHER TO
CREATE TERRIFIC SALES
AND PROFITS FOR YOU

★ **PERMANENT SHOW ROOMS** ★
HENRY KATZ - ROOM 540 - 200 FIFTH AVE.

Automatic TOY COMPANY
77 ALASKA STREET • STATEN ISLAND 10, N.Y.

YOU PROFIT MOST WHEN YOU SELL THE NAMES YOUR CUSTOMERS KNOW BEST!

Markup is not the only factor in your PROFITS. The integrity of the manufacturer, the reputation of the product, the impact of nationally advertised brand names—these also are major factors. Then add to these, our desire to constantly re-vitalize the features and values of our products, and our determination to make the best and highest quality merchandise in its classification—these factors, too, are why the name Porter and the brand names of Porter products are so well accepted by both the trade and the retail customer. These important factors we offer you, *in addition to markup*, to aid you in expanding your PROFITS. Remember—you profit most by selling the names your customers know best.

In Chemistry Outfits, the best known name is

CHEMCRAFT

1. The most complete line . . . prices range from $1.50 to $25.00 (1.59 to $26.25 in 11 Western states). . . . **2.** Largest selection of exclusive features . . . Atomic Energy, Bryan Chemical Illustrators, Valence Blocks, Chemcraft Chemical Magic to mention a few. . . . **3.** More and better ingredients and apparatus enable boys and girls to perform more and better experiments . . . this means greater customer satisfaction. . . . **4.** Chemcraft is the original in its field . . . is the best-known trade name . . . has been establishing its reputation since 1920 with the mother and father of today.

In Microscopes, the best known name is

SCIENCEcraft

1. The most complete line . . . prices range from $3.00 to $20.00 ($3.15 to $21.00 in 11 Western states). . . . **2.** Sciencecraft Microscopes contain the best lens set-up of any youths' microscope outfit. This is our sincere conviction . . . **3.** Most unique and complete list of exclusive features . . . including Micro Projector, Sub-Stage Illuminator, Electronic Battery Holder, Specimens of Uranium, Gold and Silver Ore, patented Velvet Touch Focusing Mechanism, and many others. . . . **4.** So soundly engineered and designed that returns and dissatisfied customers are almost unknown.

In Tool Sets, the best known name is

1. The most complete line . . . price range from $2.50 to $20.00 ($2.59 to $21.00 in 11 Western states). . . . **2.** Designed intelligently for practical use for age groups intended. No dangerous tools in sets for smaller boys . . . no useless pieces of wood to make list of tools look larger in more expensive sets. . . . **3.** Outstandingly attractive and sturdy boxes . . . each a "Silent Salesman" . . . whether made of wood or steel. . . . **4.** The line is "right" . . . no unfair and inconsistent policies regarding the price you, and your competitor, pay.

In Soilless Garden Kits, the best known name is

PLANTCRAFT

1. A unique item that stands alone in its field . . . the kind of item that means "plus business". . . . **2.** Two sizes at $3.00 and $5.00 have proven customer acceptance of these relatively "high ticket" articles ($3.15 and $5.25 in 11 Western states). . . . **3.** An exclusive item, backed by national advertising and fine publicity through its use by shut-ins and convalescents, as well as by the amateur indoor gardener.

In Novelty Painting Sets, the best known name is

CRYSTAL COLOR

1. Two unusual painting sets that bring in "plus business" on your regular line. . . . **2.** Retail prices of $1.50 and $2.50 represent a better-than-average dollar sale per unit than in most painting sets ($1.59 and $2.65 in 11 Western states). . . . **3.** These sets are different because of exclusive features such as patented easy-to-paint stenciled cards, colors that will not permanently stain if spilled on fabric, unique third-dimensional effects not possible with ordinary line of painting sets.

Big *National Magazine Advertising Programs in Leading Youth, Science and Comic Magazines Back Your Sales Efforts PLUS the additional help we give you with Point-of-Sale Display Material, Counter Books, Fact Tags, and Selling Instructions for your Clerks.*

This is your invitation to visit our showroom, Room 405, Fifth Avenue, New York, during the Toy Fair, and to write now for our current catalog . . .

The Porter Chemical Company

BOX 500 • HAGERSTOWN, MARYLAND

Which is really Bob Hope..?

Batteries also look alike but AUTO-LITE STA-FUL

NEEDS WATER ONLY 3 TIMES A YEAR!

No MATTER how much batteries look alike, you'll have the answer to your battery problems when you install Auto-Lite "Sta-ful," the battery that needs water only 3 times a year in normal car use. And you'll have the right answer when you select the photograph at the right as the real Bob Hope star of the Paramount production "Fancy Pants." At the left is Leo R. Brennan of Monrovia, California. Remember, car batteries may look alike, but be wise—buy an Auto-Lite "Sta-ful." Money cannot buy a better battery.

AUTO-LITE BATTERY CORPORATION
Toledo 1 Ohio

IN NORMAL CAR USE

AUTO-LITE sta-ful

70% Longer Average Life*

*In tests conducted according to S.A.E. Life Cycle Standards

DAIRY

comes in best or falls off. His production stays about the same, but his costs vary quite a bit—when his green roughage is carrying the biggest load, his costs are the lowest.

And speaking of production, Saffrens doesn't do so badly there, either: his 20-cow milking herd has averaged 507 pounds of fat for 8 years!

But what are you going to do in the summer if your pasture does play out? Even Saffrens runs into that trouble. The answer, he says, is: "increase your grain and dry roughage enough to keep your cows in good flesh. If they get run-down by fall, it's hard to bring them back up during the winter."

His Cows Are Turnip Pullers

It's not often that a man will thank his cows for breaking down a fence. Most times you can't repeat what a fellow will say.

But Fred Garland and his son, Franklin, are still thanking their cows for breaking down a fence back in 1943. It happened this way:

The Garlands have been adding purple-top turnip seed (¼ pound per acre) to their late summer grass mixtures for years. Up until 1943 they pulled all those turnips by hand each fall, and hauled 'em into the barn for feeding on their Hillsboro Co., N. H., farm.

It was that year that a couple of ornery critters pushed down the fence between the pasture and the new seeding, which included the turnips. Over went the whole herd.

It was two hours later before the Garlands knew what was up. When they did, they hustled out to the field expecting to find the cows mowing off the young clover alfalfa grass crop. But no, those cows were standing there pulling up turnips, roots and all, and having a turnip feast.

Since then, not a turnip has been pulled by hand at the Garlands. They just turn in the whole herd each morning starting along about October 1st. Then they shift to regular pasture for the rest of the day. They keep this up until about November 1st.

At a time when many dairymen find it's hard to hold their milk flow, the Garlands say the turnip diet actually increases theirs.

Contributors to this month's Dairy department: Fred E. Keane, Manchester, N. H., *Morning Union*; Arthur Edwards, University of Missouri; E. L. Perry, New Jersey College of

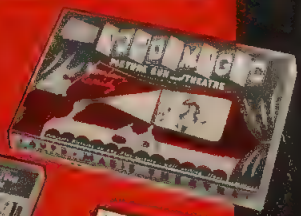
A NEW "BRAND" ON OUR GUNS

HOP-A-LONG CASSIDY

Flies up with us!

- SHOWS ACTUAL MOVIES
- EASY TO LOAD, EASY TO USE
- ENJOYED BY BOTH BOYS AND GIRLS
- NEW FILMS ALWAYS BEING ADDED

YOUR BOX IS YOUR THEATER



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Distinctive
"MODERN AMERICAN"
Styling
NEW INNOVATIONS
IN
"FEATHER-TOUCH"
CHIME PIANOS

MADE IN U.S.A. BY
THEO. J. *Ely* Manufacturing Company
GIRARD, ERIE COUNTY, PENNA.

Sole Sales Representatives
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200 FIFTH AVENUE
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Which is really Bing Crosby?

Spark plugs also look alike, but

AUTO-LITE

TRANSPORT SPARK PLUGS

give you lowest cost per mile of spark plug operation

★ **AIRCRAFT TYPE INSULATOR**—improved electrical insulation offers maximum resistance to heat and reduces fouling.

★ **HEAVY ELECTRODES**—give long gap life which contributes to lower service costs by requiring less frequent gapping.

★ **RUGGED CONSTRUCTION**—makes them especially suitable for the most severe types of commercial and farm operation.

IF YOU know your stars of Hollywood, you will identify the popular Paramount star Bing Crosby as the man at the right. The man at the left is Michael Keene, popular Broadway actor. You'll be correct, too, when you switch to Auto-Lite Transport Spark Plugs. Money cannot buy a better spark plug.

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio Toronto, Ontario
Auto-Lite Spark Plugs—Patented U.S.A.

CBS Television Tuesdays

No more barked shins stumbling over tool handles if you make a rack like this. Strips of wood hold handles; bottoms rest on board.

Orchards AND Gardens

November Can Be a Busy Garden Month

By November, most of us have lost a lot of our gardening pep. But my friend, Bill Wolff, the nurseryman, says that November should be a busy time.

Bill says, for instance, that this is the time (unless you live too far north) to transplant shade and fruit trees, most of the shrubs, and roses.

Except in states where the ground freezes deep in winter, a transplanted tree or shrub immediately starts forming new roots, and by spring it's ready for a quick start.

He says it's the best time to move raspberries, grapes, and blueberries, and you can take root cuttings from Oriental poppies and phlox. Make them about 3 inches long (you don't need a part of the crown), and keep them in pots in a cold frame over winter.

Bill says that I ought also to overhaul all my tools, too, but I think he has outlined a little too much for me in November—it's football season, you know.

My red-haired wife says that she'll feel lucky if I get the shelf built for her house plants. She's probably right, too.

Nevertheless, Bill's advice is good.

Here Is How to Start Something

If you've been jealous of your neighbor's grape vine, currant bush, or flowering shrub, this is the month to do something about it. Just stroll over, admit your guilt, and ask him for a few

NEW COASTER WAGON

BMC

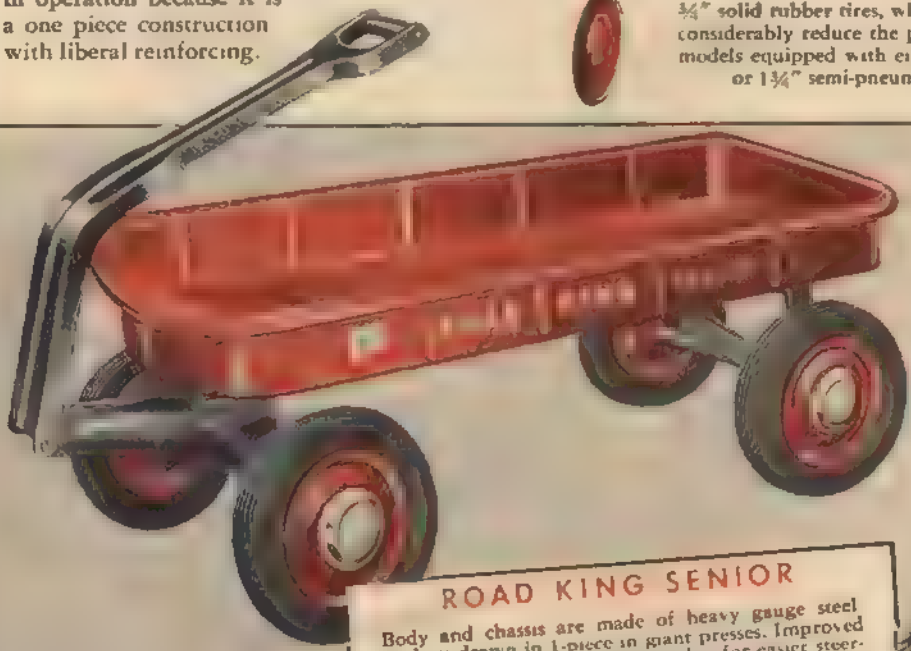
ROAD KING SENIOR . . .

The Finest Coaster Wagon Money Can Buy

Priced sensationally low, BMC has engineered the safest, most rugged coaster wagon ever to be manufactured. There are 3 models as listed below and each has been designed for appearance and strength. The handle will not twist nor turn in operation because it is a one piece construction with liberal reinforcing.

Eight complete ball bearings are used on the ball bearing coaster wagon. On coaster wagons where nylon bearings are used, BMC is revolutionary in adapting them. Nylon bearings show very little wear over long periods and require little or no lubrication.

¾" solid rubber tires, where used, considerably reduce the price over models equipped with either 1¼" or 1¾" semi-pneumatic tires.



ROAD KING SENIOR

Body and chassis are made of heavy gauge steel. Body is drawn in 1-piece in giant presses. Improved front axle and hanger design makes for easier steering. Baked red enamel finish, safety curled edges with re-inforced ribs. 10 double disc wheels with ball bearings or nylon bearings. Dimensions: Width 17"; Length 38", Depth 4¼".

3 MODELS of COASTER WAGONS

BALL BEARINGS
with 1¾" semi-pneumatic tires

NYLON BEARINGS
with 1¼" semi-pneumatic tires

NYLON BEARINGS
with ¾" solid rubber tires

SEND FOR 1950 CATALOG AND PRICE LIST

BMC MANUFACTURING CORP. BINGHAMTON

and NEW ATTACHMENTS

- NO "DEAD-CENTER"
- WON'T TIP OVER
- BALL BEARINGS

TRACTOR SENIOR

(Now at Reduced Price)
Retains hood style like Tractor Junior (see opposite page). Semi-pneumatic tires. Otherwise same as Tractor Senior Heavy Duty

TRACTOR SENIOR HEAVY DUTY
Enclosed Chain Drive with chain tightening adjustment. Special shaped capped rubber revolving pedals and 2 to 1 ratio for easy propelling. New style hood with shifting lever. Larger seat (adjustable) on suspension spring for riding comfort. Heavy duty semi-pneumatic tractor tires. Supports 200 lbs. weight. Dimensions 28" high, 21" wide, 40" long. For children 3 to 8 years.

SEND FOR 1950 CATALOG & PRICE LIST

ALL OUR TRACTORS..

SULKY
For That Extra Rider

ROAD GRADER
Spreads Earth, Sand or Snow

SCOOP SHOVEL
Scoops Sand, Earth or Snow

RMC MANUFACTURING CORP.

BMC PRESENTS NEW AUTOS...

20 MODELS of AUTOMOBILES

THUNDERBOLT
SENIOR (Chain Drive) — JUNIOR (Push-Pedal Drive)
Easy to operate. Colors: Maroon with cream trim, gray with navy blue trim

FIRE CHIEF
SENIOR (Chain Drive) — JUNIOR (Push-Pedal Drive)
Juvenile firemen go for these. Painted bright red. Chrome-plated bell.

HOOK & LADDER
SENIOR (Chain Drive) — JUNIOR (Push-Pedal Drive)
Where's the fire? Equipped with 2 ladders, holding bars, windshield, rear step and bell. Painted bright red

POLICE CAR
SENIOR (Chain Drive) — JUNIOR (Push-Pedal Drive)
Just what the kids have been waiting for. Realistic police light. Painted blue

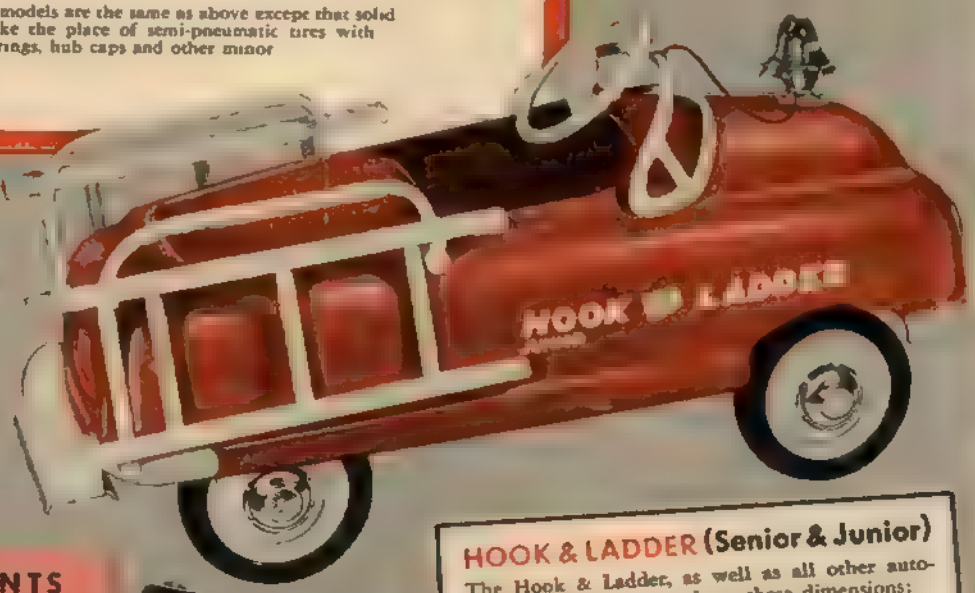
STATION WAGON
SENIOR (Chain Drive) — JUNIOR (Push Pedal Drive)
Has holding bars. Painted maroon with mahogany and walnut paneling

(The other 10 models are the same as above except that solid rubber tires take the place of semi-pneumatic tires with changes in bearings, hub caps and other minor specifications.)

Thunderbolt and Fire Chief made wheel toy history in 1949. Now ready for delivery, in addition to these, are Hook & Ladder, Police Car and Station Wagon. Each of these five auto styles come in four different arrangements; chain drive with semi-pneumatic tires; push-pedal drive with semi-pneumatic tires; chain drive with solid rubber tires; and push-pedal drive with solid rubber tires. A complete price range that will Bring More Customers into your store.

CHAIN-DRIVE

PUSH-PEDAL



HOOK & LADDER (Senior & Junior)
The Hook & Ladder, as well as all other automobiles listed above, have these dimensions:
Inside Width 13¼" • Inside Length 19⅞"
Wheel Base 24" • Wheel Track 14"
Seat Width 12⅛"

ATTACHMENTS FOR AUTOMOBILES

(see Tractor pages for illustrations)

- DUMP CART
- TRAILER
- ROAD GRADER
- FIRE FIGHTER
- SULKY
- WRECKER

OUTSTANDING FEATURES

Real auto front axle • Special duo-seat

Short turning radius (increased 43% over previous models)

8" double-steel disc wheels

Chemically treated (to prevent rust)

1-piece body • Baked enamel finish

Welded chassis (on tubular steel)

Emblem, hub caps & head lights (chrome-plated on 1½" semi-pneumatic tire models, silver painted hub caps on ¾" solid rubber tire models)
(License Plate and Hitch For Attachments are available at extra cost)

Ball bearings (10) for all Senior models—(6) for all Junior models—with semi-pneumatic tires. All solid rubber tire models have nylon and ball bearings.

BMC PRESENTS NEW TRACTORS

TRACTOR JUNIOR HEAVY DUTY

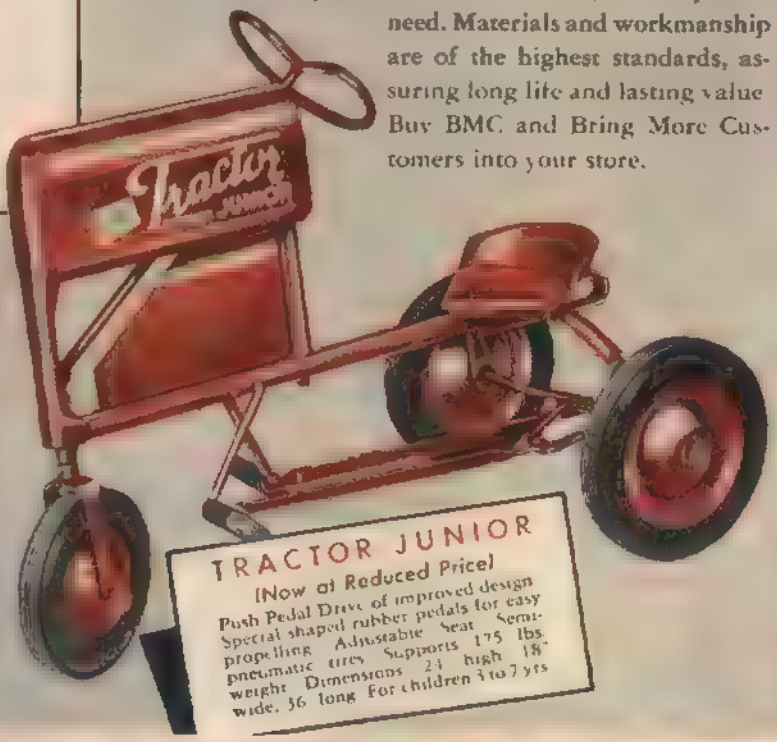
New style hood with shifting lever like Tractor Senior Heavy Duty (see opposite page) Special shaped capped rubber pedals Heavy duty semi pneumatic tractor tires Otherwise same as Tractor Junior

BMC has made great strides for 1950. Tractor Senior and Tractor Junior have been greatly improved and their prices have been reduced as well. In addition Tractor Senior Heavy Duty and Tractor Junior Heavy Duty are now introduced and these are really swell jobs. The many attachments, some new, fill every extra need. Materials and workmanship are of the highest standards, assuring long life and lasting value Buy BMC and Bring More Customers into your store.

CHECK THESE FEATURES . . .

- ✓ **NO "DEAD-CENTER"** Easy to Pedal
- ✓ **WELDED CONSTRUCTION** Only 5 Bolts Used
- ✓ **TRACTOR TIRES** Puncture Proof— Semi pneumatic
- ✓ **WON'T TIP OVER** Low Center of Gravity
- ✓ **STEEL FRAME** Tubular and Sturdy
- ✓ **CRYSCOAT TREATED** Chemical Treatment to Prevent Rust Before Enameling
- ✓ **BALL BEARING** Front Wheels, Rear Axle Supports and Pedal Crank—Senior only)
- ✓ **ADJUSTABLE SEAT AND PEDALS** For Riding Comfort

All tractors have plenty of base room and will turn in their own length.



TRACTOR JUNIOR
(Now at Reduced Price)
Push Pedal Drive of improved design Special shaped rubber pedals for easy propelling Adjustable Seat Semi-pneumatic tires Supports 175 lbs. weight Dimensions 23 high 18" wide, 36 long For children 3 to 7 yrs

THESE ATTACHMENTS FIT

TRAILER
Sturdy Metal Box with Curled Rim

DUMP CART
Has Rigid Handle for Easy Dumping

FIRE FIGHTER
Equipped with Bell and 2 Ladders

WRECKER
Towing Hook and Non-Slip Crank

BMC PRESENTS NEW AUTOS...

20 MODELS of AUTOMOBILES

SENIOR (Chain Drive) **THUNDERBOLT** **JUNIOR** (Push-Pedal Drive)
Easy to operate. Colors: Maroon with cream trim, gray with navy blue trim.

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Juvenile firemen go for these. Painted bright red. Chrome-plated bell.

SENIOR (Chain Drive) **HOOK & LADDER** **JUNIOR** (Push-Pedal Drive)
Where's the fire? Equipped with 2 ladders, holding bars, windshield, rear step and bell. Painted bright red

SENIOR (Chain Drive) **POLICE CAR** **JUNIOR** (Push-Pedal Drive)
Just what the kids have been waiting for. Realistic police light. Painted blue.

SENIOR (Chain Drive) **STATION WAGON** **JUNIOR** (Push-Pedal Drive)
Has holding bars. Painted maroon with silk screen paneling

(The other 10 models are the same as above except that solid rubber tires take the place of semi-pneumatic tires with changes in bearings, hub caps and other minor specifications.)

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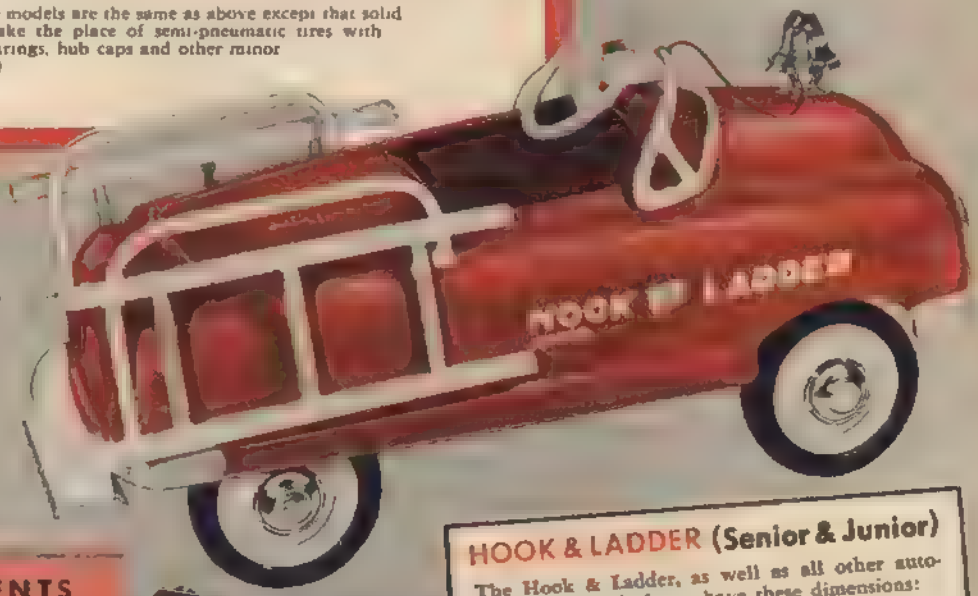
PUSH-PEDAL



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- WRECKER

OUTSTANDING FEATURES

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Chemically treated (to prevent rust)

1-piece body • Baked enamel finish

Welded chassis (on tubular steel)

Emblem, hub caps & head lights (chrome-plated on 1½" semi-pneumatic tire models, silver painted hub caps on ¾" solid rubber tire models)
(License Plate and Hitch For Attachments are available at extra cost)

Ball bearings (10) for all Senior models—(6) for all Junior models—with semi-pneumatic tires. All solid rubber tire models have nylon and ball bearings.

SEND FOR 1950 CATALOG AND PRICE LIST

BMC MANUFACTURING CORP.

ELECTRIC ANIMALS Inc and nobody else makes such exclusive Quality and Low Price items

STANDARD BATTERIES & BULBS
TOY FLASHLIGHTS

LISTED BY UNDERWRITERS LABS
UL INSPECTED NITE LITES

No. 301
Buttons the Lucky Elephant Press his tail and a beam of light comes out of his trunk 5¾" high.

No. 401
The Lucky Elephant 6" long, 3⅜" wide, 6½" high

TOY FLASHLIGHTS

- All Plastic
- Bright Red, Soft Pink & Blue
- Precision Built, Durable
- FASCINATING TOYS
- ATTRACTIVE ORNAMENTS
- USEFUL LIGHTS

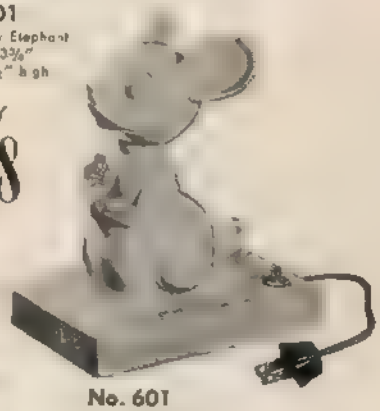
ONLY **$1.00** complete with battery

No. 101
Flasher the Friendly Pup Lift his tail and see his two eyes light up 5⅞" high

Quality Nite Lites

- Weighted Bases, die cut felt bottoms
- Animal top easily removed to change bulb
- Bright, Clean, Attractive Plastic
- Assorted color animals, Pink, Blue, Yellow, on attractive bases.

ONLY **$1.98** Just plug into any outlet



No. 601
The Merry Mouse 6" long, 3¾" wide, 7" high Ears molded in soft plastic Bright red center in flower.

No. 501
Posey, the Merry Mouse. Ears are molded in soft plastic Press head and see the flower light up 6¼" high

No. 201
The Watch Dog 6" long 3¾" wide 6½" high. Bright Red Eyes

UNBELIEVABLY ATTRACTIVE

PATENTS APPLIED FOR ON ALL ITEMS

UNHEARD OF VALUE

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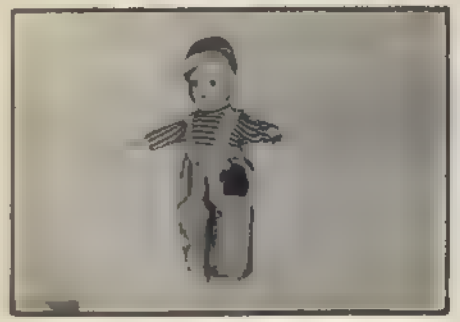
SPRING 7-8540

TH170 - 15" STUFFED BABY DOLL
#24/2. Composition head, arms and legs. Painted eyes, hair and mouth. Body of printed percale. Dressed in printed percale dress with oval collar trimmed with lace. Matching bonnet tied with satin ribbon Rayon silk socks and shoes.
TO RETAIL AT $1.49

TH189 - 16" BABY DOLL
#1716. Latex arms and legs Composition head. Movable eyes and lashes. Dressed in organdy dress, trimmed with ribboned lace. Matching ruffled bonnet. Panties, shoes and socks. Crying voice.
TO RETAIL AT $2.95

TH211 - 13" LATEX SKIN DOLL
#129N. Has plastic head, body of stuffed foam rubber. Doll cries. Has movable eyes. Wears ninon dress with matching cap, shoes and socks.
TO RETAIL AT $3.69



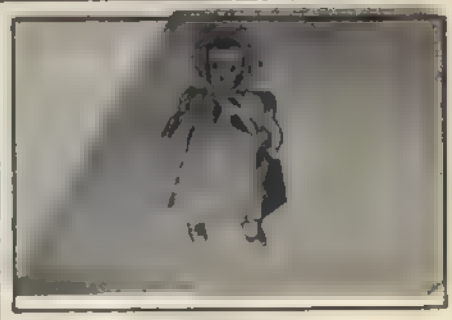
TH216 - 15" BABY BOY DOLL
#1400B. Soft body, composition legs, plastic head with glassene movable eyes with lashes. Dressed in corduroy pants with cap to match, striped jersey blouse, shoes and socks.
TO RETAIL AT $3.79

TH217 - 15" BABY GIRL DOLL
#1400G. Soft body, plastic head, vynil plastic arms and legs. Glassene moving eyes with lashes. Dressed in lawn panties, corduroy skirt with matching cap, striped jersey blouse, shoes and stockings.
TO RETAIL AT $3.79

TH365 - 19" BABY DOLL
#1819. Latex arms and legs, composition head, glassene moving eyes with lashes. Wears rubber panties, lawn petticoat organdy dress trimmed with lace, poke bonnet, shoes and stockings. Has marcel wig and crying voice.
TO RETAIL AT $4.49

TH375 - 17" BABY DOLL
#3776. Has plastic head, latex rubber arms and legs, cotton stuffed body. Movable arms and eyes with lashes. Dressed in ninon dress with matching bonnet, plastic pants, shoes and socks. Crying voice.
TO RETAIL AT $4.95

TH376 - 17" BABY DOLL
#3776W. Has plastic head, latex rubber arms and legs, cotton stuffed body. Movable arms and eyes with lashes. Dressed in ninon dress with matching bonnet, plastic pants, shoes and socks. Crying voice and wig.
TO RETAIL AT $5.49



TH379 - 19" BABY DOLL
#2219. Has vynil plastic arms and legs, plastic head, glassene moving eyes and lashes, open mouth, teeth and tongue. Dressed in rubber panties, lawn petticoat, ruffled bonnet, shoes and stockings. Crying voice.
TO RETAIL AT $4.95

TH381 - 17" BABY DOLL
#2317. Has vynil plastic arms and legs, plastic head, glassene moving eyes and lashes, open mouth with teeth and tongue. Dressed in rubber panties, lawn petticoat, organdy dress, bonnet, shoes and socks Beautiful curled wig.
TO RETAIL AT $4.95

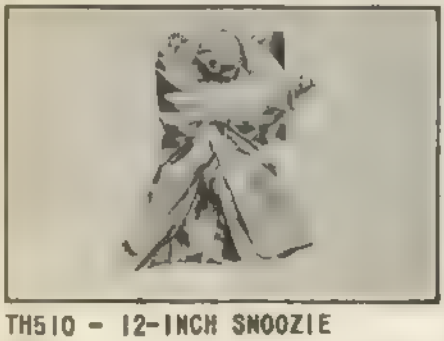
TH448 - 24" BABY DOLL
#617/66W. Has hair, voice and moving eyes. Neatly dressed.
TO RETAIL AT $4.95

TH450 - BOY AND GIRL DOLLS
#412/21/22. Twin boy and girl dolls. Approximately 10" tall. Neatly dressed. Packed in a single box.
TO RETAIL AT $4.95

TH482 - 24" LIFE LIKE DOLL
#824W. Has beautiful wig, life like rubber arms and legs, eye lashes, teeth and tongue. Doll can cry, sit up and close its eyes. Dressed in lace trimmed nylon dress and bonnet, slip, shoes, anklets, rubber pants.
TO RETAIL AT $4.95

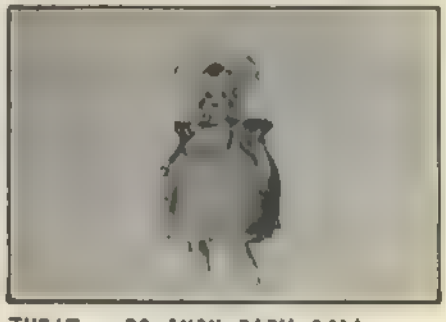
TH504 - 13½ INCH SISTER COOS
#BC11. Has cooing voice, plastic head, glassene eyes, lashes "Magic Skin" legs. Cotton or foam rubber filled. Organdy dress, bonnet, slip, socks, undies, shoes.
TO RETAIL AT $5.95
TH505 - 16 INCH SISTER COOS
TO RETAIL AT $7.98

TH507 - BROTHER COOS
#BC12. Has cooing voice, plastic head, "Magic Skin" rubber latex body, arms and legs. Soft cotton or foam rubber filled. Jointed arms. Dressed in tam, knit shirt, long pants, shoes, socks, undies. 14" tall.
TO RETAIL AT $5.95



TH510 - 12-INCH SNOOZIE
#SN2. Rubber body, arms, legs. Plastic head, painted face. Diaper, gown, blanket included
TO RETAIL AT $1.98
TH511 - 16-INCH SNOOZIE
TO RETAIL AT $4.98
TH512 - 20" SNOOZIE
TO RETAIL AT $7.95

TH515 - 14 INCH TONI DOLL
#14. Has nylon wig on strong cloth foundation Genuine "Toni Play Wave Kit" included. Doll has plastic head, arms, legs. Glassene eyes, lashes. Painted facial details. Neatly dressed
TO RETAIL AT $9.95
TH516 - 16 INCH TONI DOLL
TO RETAIL AT $11.95



TH517 - 22 INCH BABY DOLL
#7556. Has plastic head, moving eyes, lashes, open mouth with teeth and tongue, and voice. Dressed in plastic pants, petticoat, organdy dress and cap, shoes and socks
TO RETAIL AT $5.95

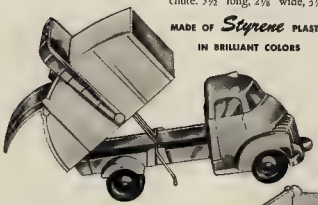
NEW BANNER PLASTIC DUMP TRUCKS
WITH AMAZING 4 and 5-WAY ACTION!

TO RETAIL AT **29¢**

BANNER COAL TRUCK No. 207

1. Rolls smoothly on rubber tires and metal axles.
2. Lever action lifts body for dumping.
3. Extension chute slides out.
4. Trap door lifts, allowing "coal" to slide down chute
5. Separate compartment divider lifts, permitting balance of "coal" to slide down chute. 5½" long, 2⅛" wide, 3⅜" high.

MADE OF *Styrene* PLASTICS IN BRILLIANT COLORS



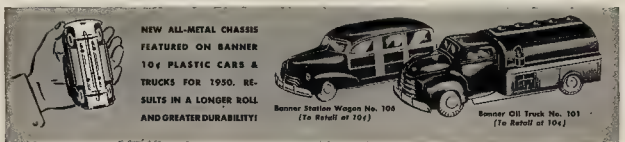
BANNER SANITATION TRUCK No. 206

1. Rolls smoothly on rubber tires and metal axles.
2. Ingenious loading device — works like the "real thing"
3. Lever action lifts body for dumping.
4. Tail gate swings open automatically for dumping. 6" long, 2⅜" wide, 2¾" high.

BANNER HIGHWAY MAINTENANCE TRUCK No. 208

1. Rolls smoothly on rubber tires and metal axles.
2. Detachable snowplow — really clears "snow" off the road.
3. Lever action lifts body for dumping.
4. Tail gate swings open automatically for dumping. 5⅞" long, 2⅛" wide, 2¾"high

THESE SENSATIONAL 29¢ DUMP TRUCKS ARE NOW BEGINNING TO ROLL OFF THE BANNER PRODUCTION LINES. PLACE YOUR ORDERS IMMEDIATELY TO ASSURE EARLY DELIVERIES.



NEW ALL-METAL CHASSIS FEATURED ON BANNER 10¢ PLASTIC CARS & TRUCKS FOR 1950. RESULTS IN A LONGER ROLL AND GREATER DURABILITY!

Banner Station Wagon No. 106 *(To Retail at 10¢)*

Banner Oil Truck No. 101 *(To Retail at 10¢)*

BANNER Plastics CORP. New York 54, N. Y.

COMMENDED BY THE CHILDREN'S SERVICE BUREAU OF PARENTS' MAGAZINE

For our big, new 1950 catalog, now being prepared, write:

BANNER PLASTICS CORP.

150 Bruckner Boulevard - New York 54, N. Y.
Permanent N. Y. Showroom, 200 Fifth Ave., Rm. 513

Banner Representatives:
THE HARCOURT COMPANY, Oak Park, Illinois
THE RIVERS COMPANY, Memphis 1, Tenn.
A. H. GREENBURG, Beverly Hills, Calif.

Boxing Equipment Endorsed by Stars

A Striking Bag and Platform Set. An ideal gift for young men. Platform has solid Oak frame. Steel rim and cross braces. Hook type swivel. 2-tone brown and tan sheepskin bag is Pro" style - endorsed by Jack Dempsey 8 panel pattern. Fabric lined. Leather swivel hanger. Buy complete set and save 49c.

30 T 5452 M —Needle ind. Ship. wt. 11 lbs. $7.45

30 T 5454 M . Platform only. These all steel rim striking bags. Ship. wt 9 lbs. $4.26

30 T 5446—Striking Bag only (see description above) Ship. wt. 1 lb. 2 oz. $3.65

B Everlast Jack Dempsey Boxing Set. For boys 4 to 7 years old. Includes one pair of Jack Dempsey [illegible] 60 W 5401 described below and one pair of [illegible] with wide red waistband, plus [illegible] Jack Dempsey's Boxing Club. 30 T 5409 Ship. wt. 1 lb. [illegible] oz. Set $3.95

C Everlast Jack Dempsey Boxing Gloves. Select wine color sheepskin, padded with coat hair. Padded Pro" design palm grips. Leather reinforced thumbseam, bound edges. Drill lined cloth; set consists of 4 gloves Jack Dempsey's boxing chart included. Ship. wts., 1 lb. 12 oz., 2 lbs. 4 oz.; 2 lbs. 12 oz.; and 3 lbs. 4 oz.

30 W 5401—4-oz. set (for boys 4 to 7). . . . $3.95

30 W 5402 6-oz. set (for boys 6 to 10). 4.95

30 W 5403—8-oz. set (for youths 9 to 12) . . 5.85

30 W 5404 10-oz. set (for youths 13 to 20). 7.95

D Good Quality Jok Gordon Fielder's Glove. Select tan cowhide, fully oiled. Leather web shaped felt pad. Full leather lace. We [illegible] Booklet "How To Play Second Base" included.

30 W 4205 - For right-hand throwers—wear on left hand. Ship. wt. 1 lb. 8 oz. $3.89

30 W 4206 For left-hand throwers — wear on right hand. Ship. wt. 1 lb. 8 oz. $3.89

E Better Quality Martin Marden Glove. 4 finger Playmaker model. Select tan cowhide oiled. Hinged sewed felt pad. Full leather lined Adj. ball tap, laced fingers. Welted seams.

60 W 4217 For right-hand throwers —wear on left hand. Ship. wt. 1 lb. 8 oz. $7.75

60 W 4218—For left-hand throwers — wear on right hand. Ship. wt. 1 lb. 8 oz.. . . . . $7.75

F Playmaker Fielder. Junior Full size "pro" model. Tan cowhide, oiled. Reinforced pads, fingers. Adj. ball loop. Laced heel, fingers.

60 W 4207 For right-hand throwers — wear on left hand. Ship. wt. 1 lb. 8 oz.. . . . . $4.98

60 W 4208 - For left hand throwers — wear on right hand. Ship. wt. 1 lb. 8 oz. $4.98

G Gold Quality "Ace" Mechwise Glove. Low priced youths size cowhide. Oiled. Welted leather reinforced laced heel. Welted seams.

60 . 4209 For right-hand throwers wear on left hand. Ship. wt. 1 lb. 4 oz. $3.68

60 [illegible] 4214 For left-hand throwers — wear on right hand. Ship. wt. 1 lb. 4 oz. $3.69

H Best Quality Wilson "Ballhawk" Glove. Streamlined 3 finger professional model. Select tan cowhide. Oiled. Self-locking trap area. Sewed felt pad. Full leather lined. Leather welted seams, leather bound edges.

60 WP 4238 -For right hand throwers — wear glove on left hand. *Postpaid* $8.95

60 WP 4239 -For left hand throwers—wear glove on right hand. *Postpaid* $8.95

Youths' Wilson "Ballhawk" Glove. Like #H, but smaller—for youngsters. Tan cowhide, oiled. Web back. Leather lined. Welted seams.

60 W 4209 For right hand throwers—wear on left hand. Ship. wt. 1 lb. 4 oz. $3.98

60 W 4210. For left hand throwers — wear on right hand. Ship. wt. 1 lb. 4 oz. $3.98

J Nippy Jones Minor League Claw Mitt. Trapper type design, a favorite with major league players. Select tan cowhide oil treated. Sewed felt pad. [illegible] reinforced finger and thumb sections. Leather lined palm. Adj. finger loop, laced wrist. For either baseball or softball.

60 WP 4248 For right hand throwers wear glove on left hand. *Postpaid* $6.95

60 WP 4249 For left hand throwers wear glove on right hand. *Postpaid* $6.95

K Jr. Claw Trapper Mitt. Like (J) above, for the younger player. Tan cowhide oil treated. Genuine [illegible] leather lined palm. Adj. elastic laces and web strap. For either [illegible] hand.

60 W 4262 For right hand throwers—wear on left hand. Ship. wt. 1 lb. 6 oz. $5.45

60 W 4263 For left hand throwers — wear on right hand. Ship. wt. 1 lb. 6 oz. $5.45

L Small Em Model First Base Mitt. Full size trade. Oil treated select tan cowhide. 2-tone [illegible] Adj. finger loop and wrist. Shaped felt pad. Leather lined palm. Ideal for baseball or softball. Ship. wt., each 1 lb. 6 oz.

60 W 4258 For right hand throwers—wear mitt on left hand $4.49

60 W 4259 For south paws—wear mitt on right hand $4.49

M Pivoting Jr. Light. 1500 spot on slide, locking on end. Enameled steel body, painted. Spare pads hold. Order one by letter below. Ship wt. 2 lbs. 6 oz.

96 W 3231 $2.75

85 T 3257 Batting Ship. wt. 2 lbs. 59c

• For More SALES!
• More PROFITS!

STOCK

BEAM'S SENSATIONAL KIDDIE PHONOGRAPHS

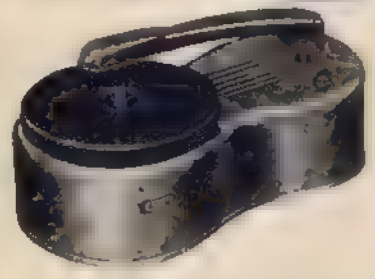
Add these fast-selling phonographs to your line and watch your customers flock to buy them! Perfect for year-round sales, they're terrific volume boosters. Sensationally popular with children, they play all size 78 RPM records with the finest tonal reproductions are equipped with highest quality self-starting, constant speed motors. Easy-to-operate on-off switch. You'll want to stock both consolette and table model sizes. All come in sturdy plywood or jewel-like plastic cases, are brightly colored for added display value. See them on display during the toy show.

Model JB6 — The consolette has a wonderful console tone, comes in a washable leatherette case, gaily trimmed with children's decals. Latest design 2-watt amplifier handles record mixtures easily, net

Model XJB6 — Same as above, with Underwriters' Laboratories approval

Model KB5 — An outstanding achievement in phonograph with a balanced tone arm, sapphire reproducer specially designed tone chamber. Attractive plastic case in several available colors.

Model XKB5 — Same as above with Underwriters' Laboratories approval



Model KB6 — A single-record player featuring the newest featherweight crystal pick-up, powerful, well-engineered amplifier. Plastic violin shaped case comes in assorted colors

Model XKB6 — Same as above, with Underwriters' Laboratories approval

On display, during the Toy Show, at the A.M.R. Co., 1186 Broadway, New York City — Rooms 228-230

BEAM RADIONICS CORP.
224 N. Desplaines St., Chicago 6, Ill.

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The "FLYING ACE" Line of PROFIT MAKERS

FULL SIZE Beginners Roller Skate to retail at **89¢**

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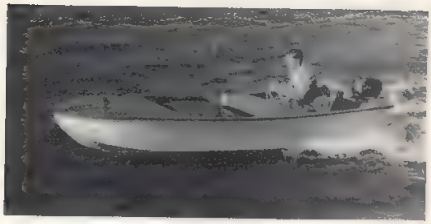
Room 563 — 200 Fifth Avenue

1950 "BB" IMPREGNATED FIBERGLAS FLEET

Featuring New Runabouts, Sailboats, Outboards, Canoe



3 models: DeLuxe Runabout

"BB-SKIMMER." Gunwale Length 11'0", L.O.A. 10'3". Price $239.00
"BB-FLYER." Gunwale Length 13'1", L.O.A. 12'3". Price $299.00
"BB-CLIPPER." Gunwale Length 15'0", L.O.A. 14'3". Price $399.00

New Models, New Designs, New Styling, New Economy Features in the 1950 "BB" 10 Model Fleet! A boat for every purpose, priced for every purse—3 sizes of DeLuxe Runabouts; 2 sizes of Rowing Outboards; 3 sizes of Sailboats; 9 ft. Yacht Dinghy; 15 ft. Canoe

All "BB" lifetime boats are molded of Impregnated Fiberglas in one seamless, leak-proof piece by the famous "BB" process . . . are permanently colored and will never need painting . . . are rot-proof, worm-proof, corrosion-proof. "BB" boats have tremendous strength and toughness, and will stand amazing abuse. They are safe, sea-worthy and permanently buoyant . . . unaffected by heat or cold, fresh or salt water, they will not deteriorate.

BB boats require no maintenance—no scraping, sanding, caulking, puttying, refastening or painting. The first cost is the last. Low price plus sustained economy makes the "BB" America's greatest boat value. See the "BB" Fleet at the N. Y. Boat Show. Send for literature

All prices listed are at New Bedford, Mass., plus cost of shipping, carton and are subject to change without notice

2 models: Rowing-Outboard-Dinghy

"BB-DUCK." Gunwale Length 9'0", L.O.A. 8'3". Price $129.00
"BB-FISHER." Gunwale Length 11'1", L.O.A. 10'3". Price $187.00

3 models: Sailboat

"BB-SAILER." Gunwale Length 9'0"
L.O.A. 8'3". Price with sail $199.00

"BB-GULL." Gunwale Length 11'1"
L.O.A. 10'3". Price with sail $279.00

"BB-SWAN." Gunwale Length 13'6"
L.O.A. 12'6". Price without sail $545.00
Cotton Sail $48.00

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BEETLE BOAT CO. Inc., New Bedford, Mass., Tel. New Bedford 9-6433

QUALITY *at* PROMOTIONAL *Prices!*

BELLE DOLLS

For 1950

FEATURING

VINYLITE BABIES

and

The Latest and Best In

LATEX BABIES

See Us At The Toy Fair

HOTEL McALPIN ROOM 130

ANDY FLEISCHHACKER, *in Charge*

BELLE DOLL & TOY CORP.

34 HUBERT ST. NEW YORK, N. Y.

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See their new, popular priced doll fashion creations at The Toy Fair.

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LATEX BABIES

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"Those telephone people keep busy, too"

Bell telephone people well know the value of the telephone to the busy farmer. They know he needs it – and wants it. That's why they're continuing their all-out effort – why they're putting in rural telephones at the fast rate of 1000 every workday.

Keeping that pace means a big job for construction crews. They're out in all kinds of weather – the hottest days of summer and the bitter cold of winter. They take telephone lines up hill and down, across swamps, through timber, over rugged terrain. Clearing out heavy brush or getting holes down in almost solid rock is all in a day's work for them.

These crews have the skill, the tools, and the experience to do the job well – and that's one big reason why the proportion of farms with telephones in this country is the highest in the world.

BELL TELEPHONE SYSTEM

KOWTOWLS

A NEW AND EASIER WAY TO PREPARE YOUR HERD FOR MILKING

Produce Cleaner, Better Milk

KOWTOWLS, the new sanitary, single service paper towels make washing and massaging of teats and udders before milking easier, more practical and less expensive.

Easy to Use

To prepare a cow for milking, simply dip a KOWTOWL in clean, warm disinfectant solution, wash udders and teats, then wring out KOWTOWL for massaging and drying. When you are finished, throw the KOWTOWL away.

Save Time and Trouble

That's all there is to it! Send for FREE sample and see for yourself. No more tiresome washing, boiling, sterilizing old-fashioned, hard-to-clean cloths and rags. No wasted disinfectant . . . your solution stays clean . . . good to the last.

Control the Spread of Mastitis

There's no chance of a KOWTOWL spreading mastitis from one cow to another during the washing operation. Each KOWTOWL is used on one cow and then thrown away.

HANDY FOR YOUR OWN USE, TOO—Users say Kowtowls are a handy thing around the barn for their own use—to dry hands, wipe up tables, carts, etc., and they even find their way into the house. Send for FREE samples.

Endorsed by Veterinarians, Inspectors

Here at last is the practical way to give your herd the added protection of single service washing. KOWTOWLS have been tested and approved by Cornell University, University of New Hampshire and Utah State Agricultural College.

For better, cleaner milk . . . lower bacteria count . . . the grade of milk inspectors want and buy at top prices, use KOWTOWLS.

Your Milk Plant or Feed Store Has Them

You can get KOWTOWLS from your local milk plant or at most feed and dairy supply dealers. Ask the quality control man at your milk station, or have them leave KOWTOWLS when they pick up your milk. KOWTOWLS cost as little as $1.70 per cow a year.

If You Can't Find Them

We'll gladly send you FREE samples to try out if you can't find them yet in your community. KOWTOWLS are new and we haven't been able to supply all milk stations and stores yet—but we want you to see what a good job they do. Just send this coupon or a penny postcard. KOWTOWLS are a product of Brown Company, producers of Nibroc Towels for industrial use.

GET YOUR FREE SAMPLES

Brown Company, Dept. K-27
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Please send me FREE Kowtowl samples.

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Address.....
Town..... State.....
I buy my supplies from.....
..... Company
Town..... State .....

Nibroc® KOWTOWLS®

WASHINGTON

instance, in some areas hotels and restaurants have been persuaded to serve larger portions of butter with meals.

Nationwide, in public eating places and private dining rooms, a slight increase in individual consumption would solve the problem.

☆

Potato Supports Unlikely

We won't have price supports for the 1951 potato crop, the way it looks now. As the law stands, prices can be supported in 1951 only if marketing quotas exist. To set up a marketing quota law, Congress must pass a bill to that effect at this session.

Even if Congress should get around to the necessary legislation, USDA must then set up a national referendum on stiff marketing quotas. Two-thirds of all farmers voting must approve the quotas, and potato growers in some areas have even been rejecting marketing agreements recently.

It's that simple: no law, no quotas; no quotas, no supports.

☆

New Wheat Organization

The NAWG is beginning to make Washington prick up its ears. Maybe you've been hearing about it in your part of the country, especially if you live west of Missouri. NAWG stands for National Association of Wheat Growers. Not since the early 1920's has there been a national organization of grain men.

NAWG is still an infant—it was organized late in April—but several things favor its growth. First, growers of nearly every other crop have already organized themselves nationally.

Second, NAWG members claim that they want to work with and through the national farm organizations, and not to compete with the powerful old-timers.

Third, NAWG is being built from the ground up, through local and state bodies, with only a few men from each state being elected to the national board.

Fourth, Washington hears that the organizers and officers are solid citizens, with fine reputations among wheat growers.

Fifth, its program of wheat research, promotion, expansion of markets for food and in industry, and on-the-spot gathering of information, makes sense to observers here.

Sixth, and perhaps most important, NAWG has served notice that it intends to stand on its own feet.

Cliff Hope, ranking Republican member of the House Agriculture Committee, spoke in Kansas City when NAWG was organized. He said then, and emphasized to *Farm Journal* last week: "This organization represents an effort on the part of farmers to help themselves, as distinguished from too much dependence on government."

Benjamin Single Shot Air Rifles

Lever Hand Pump.

Breech loading. Bolt action. Hammer fire. Hair trigger. Ideal for target shooting and hunting small game and frogs.

No. **310,** Smooth bore, for shooting lead or steel BB air rifle shot and caliber .177 darts with compressed air. The air is compressed with a self contained lever hand pump quickly and easily without fatigue, and it can be pumped while standing or sitting. Four or five strokes give ample power for ordinary use; maximum shooting force is obtained with six or seven strokes, which will penetrate up to ¾ inch in soft pine.

Length overall, 36 in.; gun metal finish barrel is 24 in. long. Front blade sight. Rear V sight is adjustable for windage. Genuine walnut turned stock and pump handle. Fine trigger pull 2 to 3 lbs. Take down. Weight, 4 lbs.

No. **310** Benjamin Air Rifles .....Each **15.00**

No. **312,** Rifled, for shooting caliber .22 lead pellets which fit tight in grooves and seal themselves, thereby giving maximum power and accuracy. With six or seven strokes will penetrate ¾ inch in soft pine. Especially recommended for fine target shooting.

No. **312** Benjamin Air Rifles .....Each **16.65**

No. **317,** Rifled, for fine target shooting, for shooting caliber .177 lead pellets which fit tight in grooves and seal themselves, thereby giving maximum power and accuracy. With six or seven strokes will penetrate ¾ inch in soft pine.

No. **317** Benjamin Air Rifles .....Each **16.20**

Benjamin 25 Shot Air Rifles

Auto loading. With lever hand pump and pistol grip. Bolt action. Hammer fire. Hair trigger. Safety. Reserve power for 7 or 8 shots.

Smooth bore, for shooting BB steel air rifle shot. Magazine holds 25 shots. With a full charge of air (twenty strokes) will penetrate up to ½ inch in soft pine. Length overall, 36 in.; gun metal finish barrel is 24 in. long. Front blade sight; rear V sight is adjustable for windage. Take down. Weight, 4½ lbs.

No. **720** Benjamin Air Rifles .....Each **25.00**

Benjamin Target Pistols

Super Single Shot—Hand Air Pump—Breech Loading

Bolt action, hammer fire pistols with hair trigger and safety lock. Overall length, 11 in.; shot barrel length, 8 in. Partridge type sights; distance between sights, 10 in. Adjustable rear sights. Finish: barrel and butt, gun metal; stock and pump handle, walnut. Trigger pull, 1½ to 3 lbs. Shot groups 1 in. from rest at 10 yards. Net wt., 1¾ lbs. 500 Benjamin H.C. pellets with each pistol.

No. **132**—For .22 Cal. pellets, Wt., 4 lbs. . . Each **16.65**

No. **137**—For .177 Cal. pellets, Wt., 3 lbs. . Each **16.20**

Crosman Air Powered Rifles

Single Shot—Bolt Action

Power adjustable for moderate to extreme velocities. Blade type front sight, target type rear peep sight, adjustable for windage and elevation. Rifled barrel for accuracy, smooth-action trigger with 2½ to 3½ pounds pull. Heat-treated satin blue-black finish all metal parts. Stock hard maple or walnut highly finished, full pistol grip, steel butt plate, weight approximately 5½ lbs.

100 Crosman Single Shot Rifles .177 caliber pellets . . . . . Each **14.95**

101 Crosman Single Shot Rifles .122 caliber pellets . . . . . Each **14.95**

20-Shot—Bolt Action -Magazine Rifles

Has 20 shot gravity feed magazine. Blade type front sight, rear peep sight, adjustable for windage and elevation. Rifled barrel, trigger micro-smooth with 2½ to 3½ pounds pull. Metal parts heat-treated blue-black finish. Stock hard maple or walnut with full pistol grip and steel butt plate. Power adjustable in pump mechanism for moderate to extreme velocities for each shot. Recommended for target and small game shooting. Weight approx. 5½ pounds. For .22 caliber pellets.

102 Crosman 20-Shot Magazine Rifles. . . . Each **19.95**

Crosman Power Packed Rifles

Style 114

.22 Caliber—Lead Pellets—Gas-Air Powered

Powered by a pre-charged CO_2 cylinder. Adjustable power. Rifled barrel. Open sights with blade type on front of barrel. Positive push type safety. Has many features of "power-fired" rifles without danger of recoil and ricochet. Hardwood polished stock.

Overall length, 38¾ inches; Barrel length, 22 inches and bolt to trigger length, 14 inches. Weight about 6½ lbs. Packed individually.

No. **114** Crosman .22 Caliber Rifles .....Each **19.95**

Crosman Target Pistols

Style 111

.177 Caliber—Gas-Air Powered—Perfect Balance

Powered by pre-charged CO_2 cylinder. Adjustable power, rifled barrel. Positive safety. Molded Tenite grip fits either hand. Beautiful finish. Designed for either indoor or outdoor short or long range target shooting. Overall length, 12 inches; Barrel length 8⅜ inches. Weight about 1⅔ lbs., packed individually

No. **111** Crosman Target Pistols .....Each **19.95**

Prices Shown are Manufacturers' Lists.

Crosman Target Pistols

Style 105—.177 Caliber—Air Powered

Has rifled-barrel accuracy, low-cost operation, no noise, no smoke, no flash, no recoil, no cleaning, adjustable power, right-left hand grip. Compressed air power enables the shooter to regulate the power and velocity of each shot as desired.

Length overall 11¾"; barrel, 8⅝" rustless super bronze, rifled for accuracy; grip, checkered Tenite, contoured for right or left hand shooting; finish, gunmetal blue; safety, push type, located for release by trigger finger; trigger pull 3½ pounds.

Ammunition .177 Super-Pells.

Style 105 Crosman Air Powered Pistols....Each **14.95**

Crosman Bell Targets

Style 200

Four inch gong registers each Bull's eye. Holds standard Paper Target inserts. Will stand alone or can be hung.

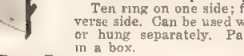
No. **200** Bell Targets . .Each **2.70**

No. 201 Paper Targets

Ten ring on one side; five on reverse side. Can be used with above or hung separately. Packed 100 in a box.

No. **201** Paper Targets .....per Box **.80**

Daisy Repeater Air Rifles



Holds 500 shots in one load. Husky, sturdy type air rifle. Overall length 33 inches. Packed individually, ten rifles in a shipping carton, weight 29 lbs.

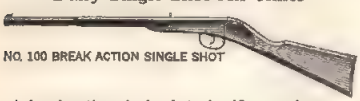
No. **102** Daisy Repeater Air Rifles .....Each **3.50**

Daisy Target Air Pistol Sets

Low velocity air pistol, chrome plated, plastic shooting gallery with seven spinning targets and 800 rounds of ammunition. Gallery acts as table holster when set is not in use. Pistol has double adjustable rear sight. Packed individually, ten sets in shipping carton, weight, 22 lbs. For indoor use only.

No. **320** Daisy Target Pistol Sets .....Each **4.95**

Daisy Single Shot Air Rifles



A break-action single shot air rifle at a low price. Its trim, sturdy design, light weight and slightly smaller size make it ideal for the younger boy. Metal parts are made of blued gun steel and stock of natural hardwood.

Length, 31 inches; weight, 1½ lbs. Packed 12 in a case; weight 25 lbs.

No. **100** Single Shot .....Each **2.00**

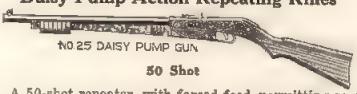
Daisy Red Ryder Carbines

No. 111—B-B Shot—Air Powered

Looks, feels and handles like a real western saddle gun. Equipped with lightning loader. 1000 shot repeater. Blued metal finish, pistol grip handle, walnut finished stock with butt plate. Each in a display carton. Standard package 10 pieces. Wt. 37 lbs.

No. **111** Daisy Red Ryder Carbines .....Each **4.95**

Daisy Pump Action Repeating Rifles



50 Shot

A 50-shot repeater, with forced feed, permitting easy firing from the shoulder. Cocks easily by simply pulling the slide toward the stock. Adjustable rear sight and hand milled non-slip grooves on butt of its pistol grip. American walnut stock. All metal parts gun blue. Take-down model. Length 38 inches; weight 3¼ pounds. Half dozen in a case, weight 28 pounds.

No. **25**. 50-Shot Pump Action .....Each **6.95**

Daisy BB Gun Target Outfits

Red Ryder carbine with two power telescopic sight, bell ringing targets and stand and 280 rounds of ammunition. Buddy Badge and full set of instructions with each set. Packed individually, ten sets in shipping carton, weight 62 lbs. Complete with scope and mounting.

No. **311** Daisy BB Gun Target Outfits .....Each ...

Daisy Targeteer Pistol Outfits

Consists of one Daisy Targeteer air pistol, one metal tube of 500 copper - coated steel Targeteer shot (calibre .118), one set of "spinner" targets and one Handi-pad of 25 Daisy target cards. Packed in handsome, three color carton. Weight, 1⅛ pounds.

No. **118** Targeteer Pistol Outfits .....Each **3.00**

Daisy Bulls Eye Copprotect Steel Shot

Copper coating lubricates the shooting barrel of the air rifle.

Packed in handy yellow and blue tubes, each tube contains about 200 pellets. Weight each, 3 ounces. Hundred tubes in a case with 100 free target cards; weight 18 pounds.

No. **BE2**. Air Rifle Shot.....per Doz. Tubes **.80**

No. **BE2**. Air Rifle Shot . per Case of 100 Tubes **6.50**

No. **500** Daisy Bull's Eye Shot Packages

....Per Case 100 Penny Packs **6.50**

Prices Shown are Manufacturers' Lists

BEN COOPER • SPOTLITE

MASQUERADE COSTUMES!

Featuring: The Brightest New Stars from

WALT DISNEY'S

CINDERELLA

plus;

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- Gus-Gus the Mouse
- Fairy God-Mother
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The Other Lovable Disney Characters. The Realistic Spotlite Animal Group. Santa Claus Suits.

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HALLOWEEN FAVORITES

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- Spotlite Masks

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In Attendance:
Sam Drelich • Herbert Drelich • Nat Cooper

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Superior Values . . . . Foremost in Sales . . . . New Items

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The Top That Sings

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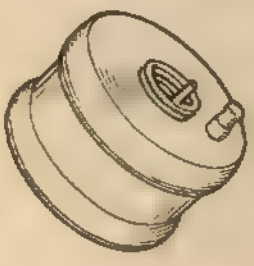
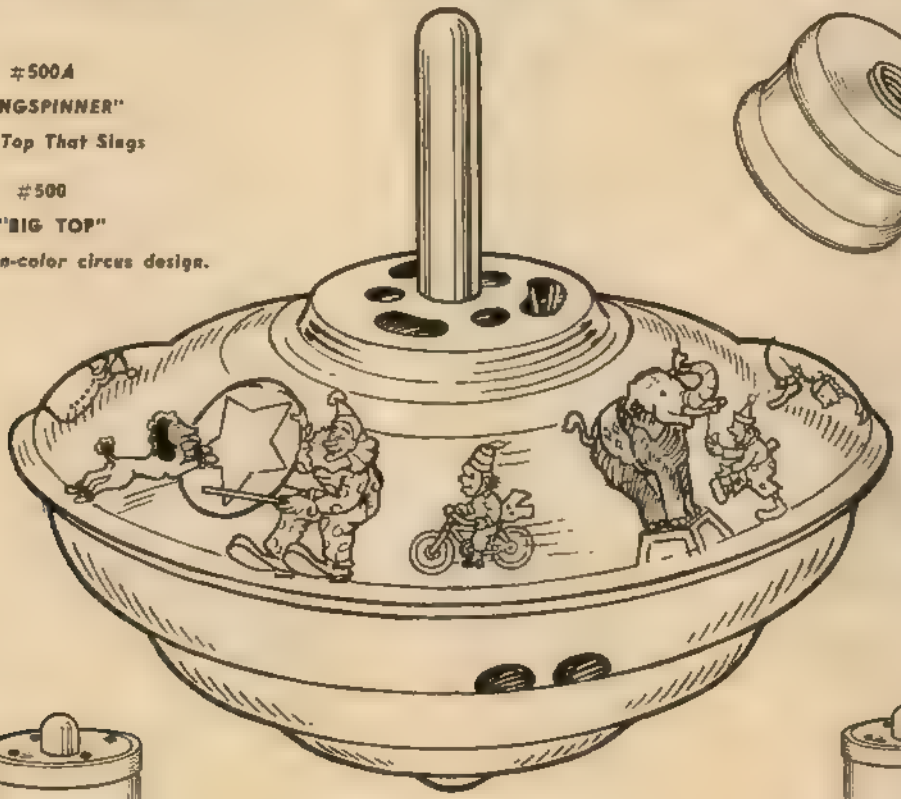
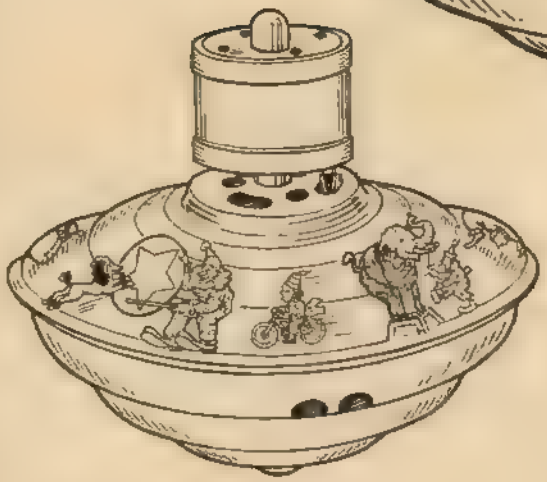
"BIG TOP"
Exciting seven-color circus design.





MECHANICAL AND HAND-PROPELLED TOPS IN SIZES FROM 1⅝ INCHES UP. . . . PRICED TO BE ADVANTAGEOUSLY AND PROFITABLY MERCHANDISED REGARDLESS OF TRANSPORTATION DISTANCE.



#501
4-INCH MECHANICAL HUMMING TOP
SEVEN-COLOR CIRCUS AND DUTCH DESIGNS ASSORTED.

TOY FAIR
ROOM 950
Hotel McAlpin
Monroe Weil
Philip Weil
Harold Lehner

We Invite You to See Our Presentation . . .

#505
"HOP-A-LONG" BOUNCING TOP
SEVEN-COLOR CIRCUS AND DUTCH DESIGNS ASSORTED.

THE YEAR'S OUTSTANDING FUN-VALUE MECHANICAL TOY

F.O.B. FACTORY, NEWARK, NEW JERSEY
DELIVERIES of "Nonpareil" sight-selling lithographed metal toys of outstanding value have kept our name "up front" since 1914

P. O. BOX No. 8063
CLINTON HILL STATION
NEWARK, NEW JERSEY

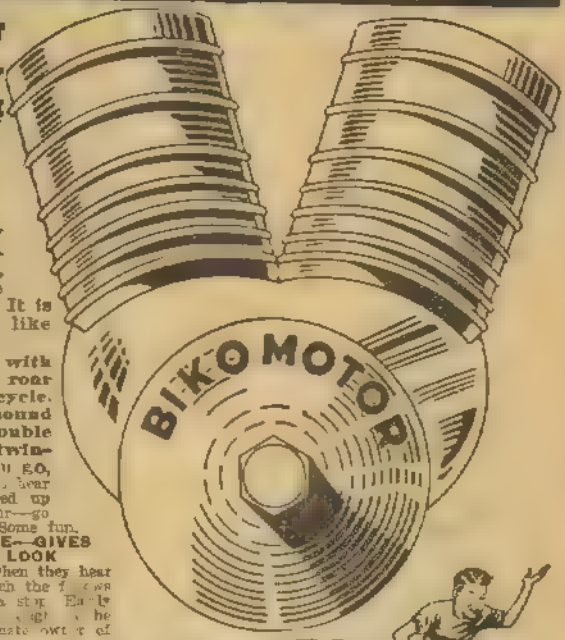
WEIL BROTHERS

ROOM 332
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BIK-O-MOTOR

MAKE EVERY RIDE A THRILL

A Dummy Motor That Gives Your Bike the Roar of a Twin Engine Motorcycle!



Say, Boys, here is a NEW THRILL for you! BIK-O-MOTOR gives you the Looks, the Roar and some of the THRILL of the motorcycle. It is not a motor, but it look like one.

Special sound device goes with it that gives your bike the roar of a twin-engine motorcycle. Amplifying board picks up sound and gives it mighty roar. Double noisemaker gives it the "twin-engine" effect. The faster you go, the more it roars. Go slowly and you hear the steady "put-put," but then speed up to normal and you hear a steady roar—go fast and it becomes a mighty roar. Some fun.

THE ROAR OF A MOTORCYCLE—GIVES YOUR BIKE A POWERFUL LOOK

Watch the kids and autos scatter when they hear you come racing along. And just watch the fellows gather round when you come to a stop. Easily attached in a couple of minutes. The right to the thrill of a lifetime for the fortunate owner of this BIK-O-MOTOR

No. 4156. BIK-O-MOTOR. Price Postpaid.... 50c

SET OF EXTRA NOISE-MAKER TABS

No. 4160 SET OF EXTRA TABS. **10c**

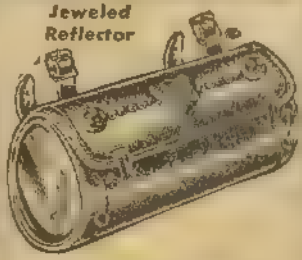
Spit Fire Red Bike REFLECTOR

ALMOST TAKES THE PLACE OF A TAIL LIGHT

NO ELECTRICITY—NO BATTERIES

No. 4767 Price Postpaid **39c**

Jeweled Reflector



DE LUXE BIKE TOOL BAG

THE BEST

No. 4785 Price Postpaid **$1.98**

Streamlined Jeweled Bike Pedals

Heavy duty rubber pads. Looks smart, gives added protection. 2 to set.

No. 4768 Per Pair. Price **$1.75**

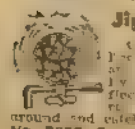
Cyclist Club Emblem

For Bicycle, Motorcycle & Dirt Track Racing Clubs

In Full About Order In Wide

No. 7743 Colorful Sweater Emblem Each Postpaid 3 for 50 **20c**

Bike and Auto Red Jiggle Reflector



ground and quick stand.

No. 7687. Price Postpaid. **35c**

Bicycle Windshield

Wind And Weather Protection - Swell Looking

Dress up your bicycle with this useful Bicycle Windshield. Gives you wind, dust, rain and weather protection. Makes bicycling easier and more fun. Helps to keep hair and dirt out of your eyes and face. Reduces wind resistance by streaming over bike. Improves the appearance of your bicycle giving that "motorcycle" look. Can be easily and quickly attached or removed. Can be used two ways: [illegible] arms, and with [illegible] wind, dust and all weather protection. When done to stop wind and rain, entire windshield can be raised or lowered for desired ventilation. Clear and durable. No glass to break. Your [illegible] design [illegible] frame. Has [illegible] kwarf felt, curved in front. Easy to keep clean. If you enjoy riding a bicycle, why not make it more convenient, more pleasure and be prouder of its appearance?

No. 4215A. BICYCLE WINDSHIELD WITH IMITATION LEATHER APRON (Complete Set, Use Separately or Together.) Price Postpaid.. . $5.25

Bicycle Saddle Bag

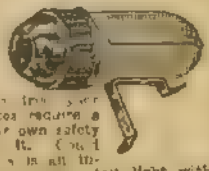
Useful for Carrying Books, Packages, Etc.

Make your bicycle do double duty. This **SADDLE BAG** will carry your books, lunch, packages, tools and many other [illegible] making delivery [illegible] a few days. And you'll find it [illegible] are going or coming from [illegible] Strongly [illegible] right over the rear wheel. Top and [illegible] with ease. **LOOKS SMART!** Made [illegible] with [illegible] rain from [illegible] Black, rubber [illegible] trim.

No. 4133. Bicycle Saddle Bag. Price Postpaid $2.89

Red Beam Tail Light

Built-in Battery and Light

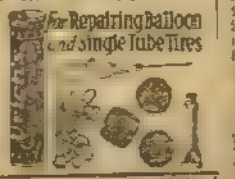


Every bicycle should be equipped with a tail light [illegible] to insure your bike's safety. Most places require a light of this sort, but your own safety demands that you have it. Could easily save your life. This is an inexpensive tail light that fits [illegible] and has a red [illegible] lens and [illegible] reflector. Operates from a [illegible] battery. Burning about 12 [illegible] hours. Easily mounted on rear [illegible] of any bicycle. Complete with bulb but without battery.

No. 4127. Red Beam Tail Light. Postpaid.. 69c

Bike Tire Repair Set

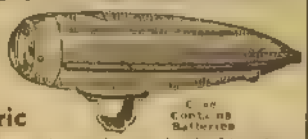
A Practical and Economical Outfit for Repairing Punctures in All Types of Bicycle Tires



[illegible] accuracy [illegible] to [illegible] a few [illegible] but [illegible] and [illegible] all [illegible] tube. **No. 4297. Postpaid.. 35c**

TORPEDO SHAPED BIKE LIGHT

$1.25



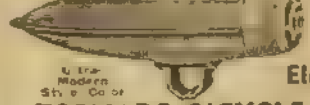
Electric

Case Contains Batteries

A smart [illegible] Torpedo bicycle headlight with a [illegible] design [illegible] and bulb. Throws [illegible] light. Strong [illegible] by means [illegible] Threaded [illegible] regular [illegible] flashlight [illegible] with [illegible] and metal rim. Complete with bulb, without batteries.

No. 4173. Torpedo Bicycle Light. Price Postpaid $1.25

No. 2548. Batteries. (2 Required). Each. . . . 10c



$2.10

Ultra Modern Style Color

Electric

TORNADO BICYCLE HORN

A [illegible] for the Torpedo bicycle light [illegible] above. [illegible] for [illegible] on [illegible] side of the handlebars. Really [illegible] but [illegible] This [illegible] operates on two [illegible] flashlight cells. Emits electric [illegible] sounds [illegible] traffic cop. [illegible] Aside from [illegible] is also [illegible] good looking. Finished [illegible] white enamel [illegible] attractive front grill. Mounts on handlebar. Batteries not supplied.

No. 4252. Tornado Bicycle Horn. Price Postpaid $2.10

No. 2548. Batteries. (2 Required.) Each. . . . 10c

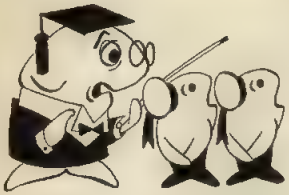
BICYCLE ROUTER HORN

Makes Them Move!

This is a horn that commands attention. Actually louder than most electric horns. If there is a [illegible] in your way, it gives them a fair warning, but they had better make way for you. Smart looking, streamline shape. Makes [illegible] No batteries necessary. Fits [illegible] bar. Has a strikeplate [illegible] Loud, effective [illegible] command attention. Easily installed. Comes [illegible]

No. 4208. Bicycle Router Horn. Postpaid.. 98c

'The Ring's the Thing!'



in VARMAC
Tips and Guides

The rings in VARMAC tips and guides are highly polished and heavy hard chrome plated, have full inside radius and are silver soldered in frames . . . they stay in! VARMAC rings are one of many features of VARMAC tips and guides that are building dealer sales and customer satisfaction. Write for 1950 Catalog

SEE YOUR JOBBER

VARMAC MANUFACTURING COMPANY
1833 STANFORD STREET • SANTA MONICA, CALIFORNIA

St. Croix Corp. Acts to Step Up Output

Expansion plans now under way will speed up production and deliveries for another fishing season in 1951, sales representatives of the St. Croix Corp., Unity, Wis., were told during a three-day meeting at Lake Nakomis near Tomahawk, Wis., June 9-11.

Salesmen were shown the new items and new promotions for 1951 by R. L. Johnson, St. Croix president. They also enjoyed some actual fishing during the meeting, with John W. Bentley losing the biggest fish.

In attendance, besides Johnson and Bentley, were Doug and Bill Johnson, John E. (Jack) Bentley, Phil Banks, Ted Ruhling, Sr., and son, Ted, Jr., John Olson, Ernie Giesler, Melvin Tennis and Ted Frentz.

Get-Together During Sales Meeting of the St. Croix Corp., June 9-11.

NBC Teams Vie for Trip to Japan

Thousands of sandlot and non-professional teams are battling through elimination rounds of National Baseball Congress play in the 48 states for a shot at the sixteenth annual national tournament at Wichita, Kan., starting August 18.

For the championship team there awaits a $10,000 guaranteed purse, plus mileage expenses, the coveted Coca-Cola Bottler Award and, for the first time, a $50,000 all-expense paid trip to Tokyo in September to meet the best non-pro team in Japan.

Arrangements for this tournament were completed in June by J. G. Taylor Spink, publisher of The Dealer and global commissioner of NBC, during a visit to Japan.

Sporting goods dealers, who sponsor tournaments in many areas under NBC franchise, are taking a leading part in processing team entry blanks for these events, the NBC said. Some 1,600 teams in the U. S. are scheduled to compete in the 48 state tourneys.

It's a Winner
this "B-W" Spinner*

FOR ALL GAME FISH
•
TAKE IT EASY!
You Can't Play This Bait Too Slowly. Made of Indestructible Tenite In Assorted Colors Sold Thru Leading Jobbers. If your Jobber Cannot Supply You, Write

1.35 LIST
⅝ OUNCE

BILL WALTERS BAIT COMPANY
JASONVILLE INDIANA
* A Sure-Fire Surface Bait for Bass

New
TRAVEL TUMBLERS
4 NESTED TUMBLERS
WITH SNAP-ON COVER

Handy • Compact • Many uses

Set of 4 large size, colorful, plastic tumblers with handy snap-on cover, to take on picnics, outings, camping, hunting, fishing. Tucks in glove compartment of car. 101 uses. Sells on sight. Attractive display carton.

Ask your jobber or write direct. Some jobber territories open.

VERMONT PLASTICS, INC. MONTPELIER 3, VERMONT

BI-BYE BABY

"They copied all they could follow, but they couldn't copy my mind,
And I left 'em sweating and stealing a year and a half behind."
—*Rudyard Kipling*

FLEISCHAKER NOVELTY CO.

555 ROSE AVENUE VENICE, CALIFORNIA

"IT'S A NATURAL"

AN ENTIRELY NEW LINE FOR 1950

Plus our "Know How" since 1915

Our sample line for 1950, created by one of the country's foremost designers is now in preparation.

Better Than Ever

Still popular priced

And Remember—

Easter is the next stop! Our stuffed Toy department is working overtime turning out the famous NATURAL

Rabbits
Chickens
Animals

If you haven't placed your order

GET IT IN NOW!

SHOWROOM: 200 FIFTH AVE., ROOM 319 • SAM DRELICH & SON, REPRESENTATIVES

NATURAL DOLL CO., INC.

134-6 SPRING STREET CAnal 6-6841-2 NEW YORK 12, N. Y.

NOW — right out of America's favorite comic strip...

the All-American Dog

DAISY

- Daisy Barks!
- Daisy Turns Her Head!
- She's all rubber!
- She's washable!
- She's loveable . . . and SALEABLE!

Retail price: $3.98

Wholesale price: $28.80 per doz.

Woofing her way to giant sales . . . wherever she's been shown — that's Daisy . . . America's best known dog! Millions of America's children already know and love Daisy . . . there's no need to tell you just how popular the Blondie series is in the comics, on the air, in the movies. Millions of kids are going to clamor for this loveable version of Daisy! She's made of Grey LATEX RUBBER, stuffed with FOAM RUBBER, STANDS 12" HIGH and is 14" LONG. Daisy wears a gay woolen coat, and has a dog collar. She actually turns her head . . . barks . . . is washable . . . just about everything a child or mother could look for in a toy! Packaged in an eye-catching, sales starting, colorful "Blondie" box . . . priced to today's market . . . Daisy's a selling dream! For prompt delivery, fill out this handy order form!

Sales Representatives: Inquire about the fastest growing line in the country.

Made by

COMIC TOY MFG. CORP.

537 West 53rd Street, New York 19, N. Y.

COMIC TOY MFG. CORP.
537 West 53rd Street
New York 19, N. Y.

Please send me_____dozen Daisy dogs @ $28.80 per dozen

via_____

Store name_____

Address_____

Dept._____ Order No._____

Name of buyer_____

"Tu-Way" ADJUSTO Punching Bag Set

PATENT APPLIED FOR

THE ONLY SET IN THE WORLD THAT...

CONVERTS FROM FLOOR MODEL TO WALL MODEL IN SECONDS !!

#29

$6.98

List

Complete with inflating pump — and individually boxed in colorful corrugated display carton.

FISHING SETS • BASKETBALL SETS • GOLF SETS • TOOL CHESTS . . . AND MANY OTHER HIT ITEMS • WRITE FOR CATALOG

The JrAce Line

New York Toy & Game mfg. co.

Sales Office
200 FIFTH AVENUE, NEW YORK 10, N. Y.

Factory LAWRENCE, MASS.

There's a *new* Bludworth direction finder

- in your price range!

These new three frequency band 1950 models are designed especially for the quality conscious yachtsman who has always wanted a Bludworth instrument. Now he can buy one to suit his requirements at attractive prices.

PORT PILOT

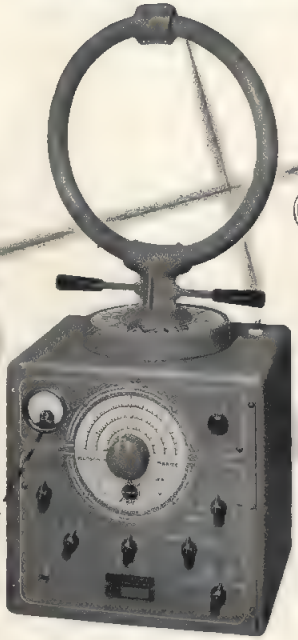
A very small D.F., self contained battery operated ideal for power or sail boats.

MARINE PILOT

For limited space requirements, yet without compromise or sacrifice. Remote outside loop assures maximum performance

MARINE ARROW

For use on larger craft where maximum performance is required. Large outside loop



Exclusive "Nuldikator"* provides pinpoint accuracy. Reduces error in bearing determination.

*** Trade Mark**

And here is the MARI-GUIDE a new beacon, broadcast, and ship to ship radio direction finder. Same basic design as the larger models, inside loop permits choice of position and portability.

All models (except Port Pilot) operate directly from boat's power supply.

BLUDWORTH MARINE
92 GOLD STREET NEW YORK 7, N.Y.
DIVISION OF National-~~Simplex~~-Bludworth, Inc.
SINCE 1926 . . . MFRS. OF PRECISION ELECTRONIC EQUIPMENT

Bludworth Marine
92 Gold St., New York 7, N. Y.

Please send me, without obligation, complete specifications of the following

☐ **Marine Pilot** ☐ **Mari-Guide**
☐ **Marine Arrow** ☐ **Port-Pilot**

Name _____
Address _____
City _____ Zone _____ State _____

Gem Junior Parade Razors

One piece, gold plated Gem Junior razor with pack of five single edge Gem Blades. Attractively packed one in a box. Packed 10 boxes in shipping carton.

No. **39** Gem Junior Safety Razors . . . . . Each **.39**

Valet Auto-Strop Safety Razors

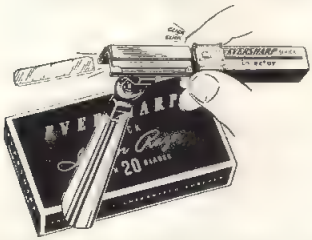
Runner-Guard Model

Strops the blade barber fashion. Complete in attractive carton with five specially tempered Auto-Strop blades, one leather strop and Runner-Guard Auto-Strop razor.

Packed twelve sets in shipping carton.

No. **125**—Auto-Strop Runner Guard Razor Sets . . . . . Each **1.25**

Eversharp-Schick Injector Razors



Only razor with an automatic blade changer. Beautiful gold plated head with plastic handle and twenty stroned blades. Packed 12 in a carton.

No. **125-06** Eversharp-Schick Injector Razors . Ea. **1.25**

No. 540 Enders Speed Shavers

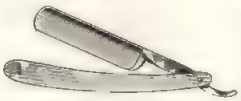
Deluxe set. Catalin and heavy chrome finish. Comes complete with two packages (5's) of Speed Blades in a smart, lifetime case. Packed 6 sets in a carton. Wt. carton . . . lbs.

No. **540** Enders Speed Shavers . . . . . per Doz. **1.79**

Straight Razors

Square point, hollow ground, polished back and tang. Pearl and Amber celluloid handles. One in a razor case, half doz. in a box. Weight per doz. 1¾ lbs.

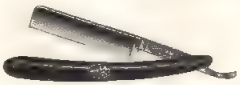
No. **58S**. Width blade, ⅝ inches . . . . per Dozen **36.00**
No. **12S**. Width blade, ½ inches . . . . per Dozen **36.00**



Round point, hollow ground, polished back and tang. Pearl and Amber celluloid handles. One in a razor case, half dozen in a box. Weight per dozen 1¾ lbs.

No. **58R**. Width blade, ⅝ inches per Dozen **36.00**
No. **12R**. Width blade, ½ inches . . . . per Dozen **36.00**

Red Injun Straight Razors



Square point, imported razor forged from special Bar Steel. Honed and Hollow Ground. Blade width, ⅝ inches.

No. **101-RD** Red Injun Straight Razors . per Doz. **72.00**

Williams Shaving Soaps

No. **50** Round cake, mug size. One in a box, one dozen in a carton. Wt. per doz., 1¾ lbs.
. . . . . per Doz. **1.90**

No. **30** Barber's bar. Round cake. 10 cakes to the lb. One lb. in a package, 10 lbs. in a case.
. . . per Lb **1.90**

Gillette Shaving Creams

Lather and Brushless

Men go for this superb shaving cream which not only makes shaving extra fast, but destroys 85 to 90 percent of dangerous facial bacteria.

Packed 12 tubes per carton.

Lather

Regular Size Gillette Tubes . . per Doz. **4.00**

Brushless

Regular Size Gillette Tubes . . per Doz. **4.00**

Giant Size Gillette Tubes . . . . . per Doz. **5.90**

Carton weight; Regular Size, . . lb.
Giant Size — lb.

A REAL MUSIC BOX!—
IT PLAYS A COMPLETE TUNE!
MONKEY TURNS!
COLORFUL PLASTIC!
WHEELS TURN!
#URDY GURDY
Everyone will want to play "organ grinder"—hottest item since Elmer was a pup! 6¾" high; gaily boxed.
$1.69 Suggested retail
Look! BOZO
THE CAPITOL RECORD
CLOWN
He pops up and squeals!
69c Suggested retail
BOZO is a Jack-in-the-box! Press down the drum—up pops Bozo with a life-like squeal! Hand-painted features; 4¼" high; terrific!
Write for Catalog
KNICKERBOCKER PLASTIC CO., INC.

Sayco Babies

SAYCO DOLLS

Can't Be Beat In '50!

Visit Our Toy Fair Display
ROOMS 814-815 — HOTEL NEW YORKER

Sayco Doll Corporation

FACTORY
9-11 DESBROSSES ST.
NEW YORK 13, N. Y.

SHOWROOM AFTER APRIL 1ST
1407 BROADWAY
NEW YORK

BECKEN BUBBLE-LIGHT TREES AND CHRISTMAS DECORATIONS

All Prices Include Federal Excise Tax

18-INCH GREEN BUBBLE-LITE TREE

Bright green visca. 9 assorted color candles. Bubbling action. 18 inches high. Complete with 3 extra lamps and cord. Individually packaged in sturdy corrugated carton.

M501. Each $5.50

18 INCH WHITE BUBBLE-LITE TREE

Same as No. M501 except is made of white visca.

M502. Each $5.50

SANTA GLO

LIGHTED TREE TOP

THIS CHEERY LITTLE FELLOW

holds the sales record for illuminated Christmas decorations. Easily the most versatile and appealing Christmas decoration on the market. Santa-Glo may be used as tree top, stand-up or wall plaque.

Constructed of translucent, unbreakable plastic, and artistically decorated in "Christmas red" flocking material and equipped with cylinder for use as tree top. Standard equipment is a multiple type lamp and extension cord, with open outlet, making it simple to attach to top of tree. 6 ft. cord length permits convenient plugging into any base board, when used as stand-up or wall plaque.

Attractively packaged in a gay and colorful box.

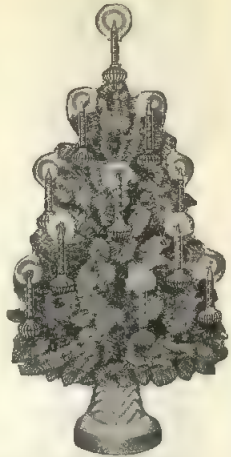
Over all size: Height 8½", width 8¾", depth 2¾"

M525. Each $1.10

14" GREEN VISCA WREATH

Colorful Plastic Santa Glo figure with silvered Holly & Berry bead decorations. Tri plug connector. One to a display box.

M1117. Each $2.55



26-INCH WHITE BUBBLE-LITE TREE

Bright white visca. 35 assorted color Bubble-Lites. Metal frame construction. Will last from season to season. 6 extra lamps for replacements individually packaged in sturdy corrugated carton.

M504. Each $10.95

26-INCH GREEN BUBBLE-LITE TREE

Same as No. M504, except is made of green visca.

M503. Each $10.95

CELLOPHANE WREATH

12-inch circular wire frame. Crisp embossed cellophane on wire frame. Silver leaf and berries. 6 decoration. 2¾ inch red candle. C-7½ socket. Crepe plate with extension cord, plug and halo.

M1115. Each $0.65

SILVER HOLLY LEAF WREATH

20-inch diameter. Rigid metal frame. Cluster red leaves and berries. Two-way connector plug. 6-foot lead cord. Nine C-6, 15-volt lamps.

M1508. Each $4.90

MERRY CHRISTMAS WREATH

20-inch diameter. 9 red transparent bells spell "MERRY XMAS." Nine C-6, 15-volt lamps.

M1509. Each $6.10

NINE-LIGHT YULE-SPRAY

Nine 3 inch red cellophane bells encircle a cluster of Yuletide gaiety. Silver pine cones and bright red cellophane ribbon. Set it with cord. Add-on connector. Nine C-6 lamps.

M547. Each $4.90

THREE-BELL YULE-SPRAY

Two 5-inch and one 4 inch red cellophane bells spaced on a crisp green cluster of green visca pine spray. Silver pine cones and red cellophane bow. Complete with cord. Add-on connector. Three C-7½ lamps.

M549. Each $4.15

ILLUMINATED TREE-TOP ANGEL

Beautiful doll like figure. C-7½ lamp and Noma halo casts a radiant glow around her silky hair. Cardboard cylinder, hidden by dress makes it easy to fasten to top of tree. Attractively packaged in cellophane display box. Complete with cord and plug for attaching to light sets.

M700. Each $1.30

ALL METAL CROSS

Light shines from surrounding edges and through plastic beads. 10 inches high by 7 inches wide. C-7½ lamp. Cord and plug.

M1201. Each $1.45

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BUCCANEER OUTBOARD MOTORS

TOP PERFORMANCE • LONG MOTOR LIFE • DEPENDABILITY • EASY STARTING

Buccaneer Outboard Motors are designed and engineered to give outstanding performance with trouble free use. Only the best quality of material is used and parts are inspected time and again before the final assembly only the best proved tested and proven advances in design, engineering and manufacturing practices of Eagle Products Corporation, one of the oldest manufacturers of outboard motors.

Complete cylinder assembly. Alternate firing assures trouble-free smooth operation. Steel alloy crankshaft. Aluminum alloy pistons and connecting rods. Phosphor bronze bearings. Rubber rotor waterpump positive type, giving ample supply of cooling water at all speeds. Rubber cushioned propeller, so constructed that extra protection is afforded to shear pin when other water obstacle is encountered. Single jet carburetor, float feed, reed valve type, with low speed filling adjustment.

1½ H.P. Single O.B.C. Certified

Ideal lightweight motor for small boat and trolling purposes. Rope starter, 360° full reversing. Adjustable co-pilot steering. One cylinder, 3.1 cubic inches displacement. Gas tank capacity 0.5 gallons. Two weedless propeller blades. Mounted in rubber for vibration insulation. Protected against salt water. Net weight 21 lbs. Retail 84.00.

No. 3R28. Each 49.66

3 H.P. Single O.B.C. Certified

The last word in a powerful yet easy to carry single cylinder motor. Rope starter, 360° full reversing steering. One cylinder, 5.32 cubic inch displacement. Gas tank capacity 0.5 gallons. Two weedless propeller blades. Mounted in rubber. Protected against salt water. Net weight 28 lbs. Retail 87.75.

No. 3R29. Each 66.29

5 H.P. Alternate Firing Twin O.B.C. Certified

The motor preferred by most fishermen. Automatic rewind starter. 360° full reversing steering. Two cylinders. 8.84 cubic inch displacement. Gas tank capacity 0.8 gallons. Two weedless propeller blades with rubber clutch. Insulated against vibration. Protected against salt water. Net weight 45 lbs. Retail 129.75.

No. 3R30. Each 97.31

12 H.P. Alternate Firing Twin O.B.C. Certified

Here is acceleration, speed, and dependability all blended into the best bid to suppose we should say in the market. Automatic rewind starter. 360° full reversing steering. Two cylinders. 19.9 cubic inch displacement. Gas tank capacity 1.5 gallons. Two weedless propeller blades with rubber clutch. Mounted in rubber for vibration insulation. Protected against salt water. Net weight 56 lbs. Retail 219.75.

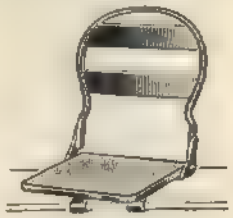
No. 3R31. Each 158.22

Phil-Rite Gas Can. Made of leadcoated steel, rust resisting inside and out. Stainless steel spring spout hose prevents kinking, provides automatic return. Strainer in nose nozzle. Red enamel finish. Size 9" x 17"x6½" high. Packed each in box. Retail 6.97.

No. 23R41 Each 4.62

Boat Seat. Flexible steel back designed to conform with body. Inlaid cork seat over steel. Made of pressed steel, green enamel finish. Folds flat. Weight 7 lbs. Retail 4.50.

No. 19R192. Each 2.67



Swivel Boat Seat. All steel seat with flexible back and inlaid cork. Ball bearing swivel permits seat to turn completely around. Adjustable screw clamps and hooks. Green enamel finish. Folds flat. Weight 11½ lbs. Retail 7.00.

No. 19R193 Each 4.12

Sportster Life-Saver Vest. Comfortable lightweight vest for all water sports. Filled with new Java Kapok. Easy fitting, moisture-proof, dependable. Adjustable to fit all adults. Reversible. Olive drab color. Complies with Federal Motor Boat Law specifications. Packed 6 to carton. Retail 7.95.

No. 23R403. Each 4.68

To-Pat-Co Life Preserver Cushion. Box type cushion, covered with leatherette with strong welted seams. Filled with new Java Kapok. Size 15" x 15" x 2". Government approval No. 160.-007/14/0. Packed 6 to carton. Retail 3.95.

No. 23R404
Per dozen 27.87

Not Illustrated

Outboard Motor Safety Chain. 60" twisted link chain, with swivel snaps and a Universal bracket. Fits tilt bolt of any outboard motor. Cadmium plated for rust resistance. Each in box, one dozen to display carton. Retail 1.00.

No. 19R50. Per dozen. ..7.06

NATIONALLY ADVERTISED HUNTING AND FISHING APPAREL

Hodgeman Wadewell Feet Waders. Extra strong doubled fabric triply reinforced at seams. Seams stitched, cemented and strapped. Rubber coated fabric at inseams and crotch. Boot feet of sturdy construction with cleated soles, molded heels and hard toe caps to prevent bruises. Boots fashioned on foot shaped last for real walking comfort. Roomy inside pocket. Drawstrings and suspender buttons. Entire wader vulcanized as a unit after making. Color Khaki. Weight 5¾ lbs. Regular sizes only. Specify size wanted. Retail 26.00

Shoe Size	Inseam	Seat
7	31½	40
8	32	41
9	32½	42
10	33	43
11	33½	44
12	34	45

No. 23R304. Each pair **17.05**

Wader Suspenders. Excellent grade of hand-doubled rubberized fabric with insert of fine quality elastic webbing. Buttonholes reinforced and stitched. Extra holes permit proper adjustment. Retail 1.50.

No. 23R305. Each..... **1.00**

Hodgeman Wadewell Hip Wader Boot Foot. A hip-high wader with the famous Wadewell wader material top to provide maximum comfort coolness and light weight. Weighs 20% less than average fisherman's all rubber hip boot. Pressure vulcanized as a complete unit. Boot feet sturdily constructed with cleated soles, molded heels and hard toe caps. Boots fashioned on foot-shaped last. Available in sizes 6-12. Specify size wanted. Retail 12.95.

No. 23R309 Each pair. **9.82**

Hodgeman Three-Quarter Length Parka. Made of same material as the Hodgeman Huntsuit and similar in style except that it is longer than the Huntsuit jacket and has no drawstrings at bottom. Extra large parka hood with loose flannel lining. Large, roomy pocket in front. Zipper front backed by waterproof gusset. Snap fastener at neck. Adjustable snap fasteners at wrist. Raglan shoulders. Color Khaki. Sizes (made extra large to be worn over heavy clothing) small, medium and large. Weight 2¾ lbs. Retail 13.95

No. 23R306 Each **9.11**

Hodgeman Neoprene Fishing Shirt. Made of Neoprene Coated Fabric [illegible] and warm waterproof protection. Has storm collar, adjustable parka hood which folds into collar when not in use. Its extra full skirt and generous length provides over-all comfort and protection seated or standing under such conditions as yachting, boating or spectator sports. Color Sea green. Sizes small, medium, large. Length 50". Weight 31 oz. Retail 15.95.

No. 23R307. Each..... **10.00**

Hodgeman Huntsuit. Complete protection from top of head to ankles, combined with full freedom of movement. Both parts of garment made from extra strong fabric, rubberized, doubled and vulcanized. All seams stitched, cemented and strapped. Huntsuit jacket has zipper front. Snap fasteners at neck. Breast pocket. Drawstring at bottom. Raglan style shoulders for comfort and freedom. Parka top amply designed with loose flannel lining. Adjustable snap fasteners at wrists. Huntsuit trousers have [illegible] at sides. Khaki color. Sizes (made extra large to be worn over clothing) small, medium and large. Retail 18.90

No. 23R308. Each..... **12.35**

Fabrico Fisherman's Rain Parka. Made from waterproof olive drab vinylite with electronically welded seams. Pullover style with attached hood 1" apart, pointed. Has [illegible] front pocket, full length with room for arms and legs. Stows in waterproof pouch. Available in small, medium and large. Retail 7.95

No 23R351. Each..... **3.50**

Fabrico Fisherman's Stocking Foot Wader. Made from waterproof olive drab vinylite with electronically welded seams. Convenient [illegible] pocket. Metal suspender buttons. One size only will conform to figures 5'4" to 6'3". Elastic waist-band for snug fit. Packed each in waterproof pouch, with patching kit included. Retail 7.95

No. 23R352. Each..... **4.68**

Hodgeman Brighton Fishing Shirt. The tremendously popular garment that gives perfect wet weather protection. Lightweight, waterproof, fits over head and allows complete freedom for walking, casting, rowing and shooting. Great for boat fishing, because the full shirt drapes around your knees and feet, keeps you dry and comfortable in the heaviest rains. Constructed with heavy olive drab coating on strong fabric base. 9-inch zipper front, backed with gusset. Drawstring at neck. Raglan shoulders. Full sleeves, elastic at wrists. Entire unit vulcanized after making. Skirt circumference 105 inches. Small, medium and large sizes. Specify size wanted. Retail 13.60.

No. 23R312. Each..... **8.24**

Hodgeman Funflote. Made of strong duck fabric heavily rubberized with two layers of specially compounded rubber and vulcanized. Inner partitions of Hodgeman "I-Beam" construction. Bright, wide stripe designs and plain colors fast to sun and salt water. Smallest Funflote can support two adults; larger sizes three to four with safety. Safety rope on end.

Size 25" x 48". Weight 4½ lbs.

No. 23R310. (Retail 14.85) Each..... **9.70**

Size 25" x 72". Weight 5½ lbs.

No. 23R311. (Retail 19.35) Each..... **12.64**

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Millburn Mills, 145 Sixth Ave., N. Y. 13.
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(See also Icicles; Christmas Tree Ornaments—Glass)

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Dolly Toy Co., Tipp City, Ohio.
Max Eckardt & Sons Co., 39-45 East 17th St., New York 3.
Bernard Funk, 200 Fifth Ave., New York 10.
Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10.
The Ohio Art Co., Bryan, Ohio.
B. Shackman & Co., 34th St. & Madison Ave., New York.

CHRISTMAS TREE ORNAMENTS (Glass)

Max Eckardt & Sons, Inc., 45 E. 17th St., N. Y.
Bernard Funk, 200 Fifth Ave., New York 10.
North American Glass Corp., 49 W. 23rd St., New York 10.
Premier Glass Co., 605 S. 21st St., Irvington, N. J.
Santa Novelties, Inc., Savage, Maryland

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Boost your profits by promoting NEW BIG-BANG safe Celebrators with Soldier and Sailor Sets. Realistic! Colorful!
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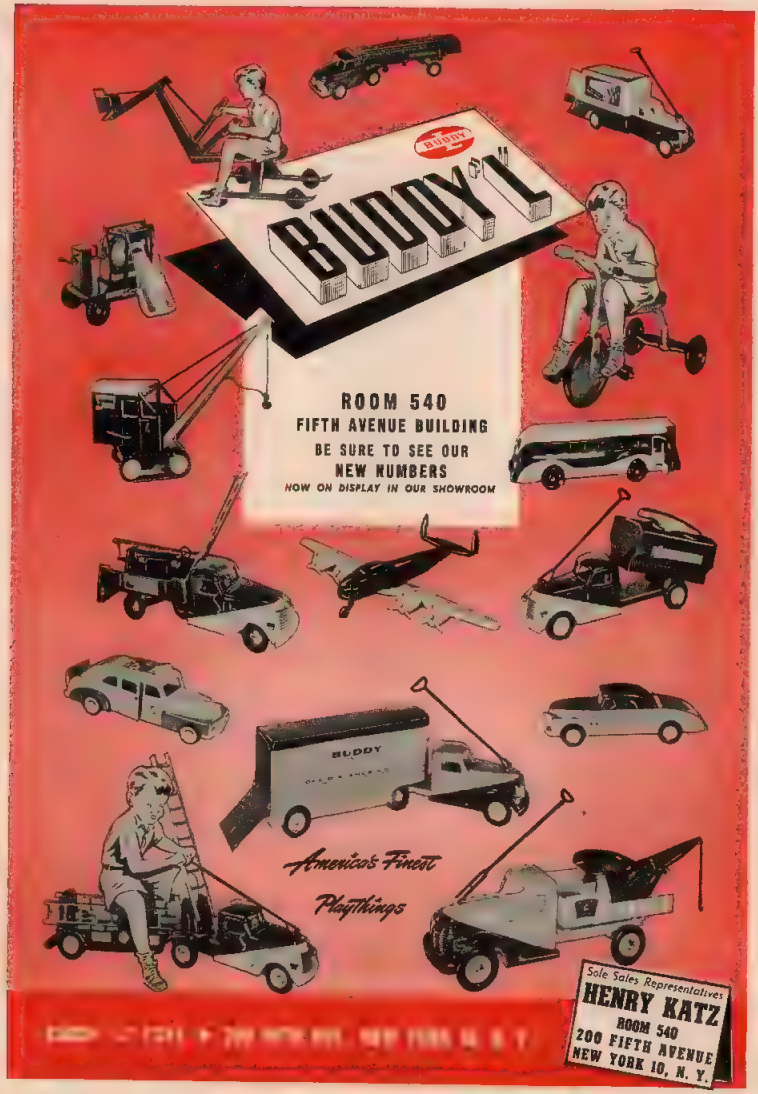
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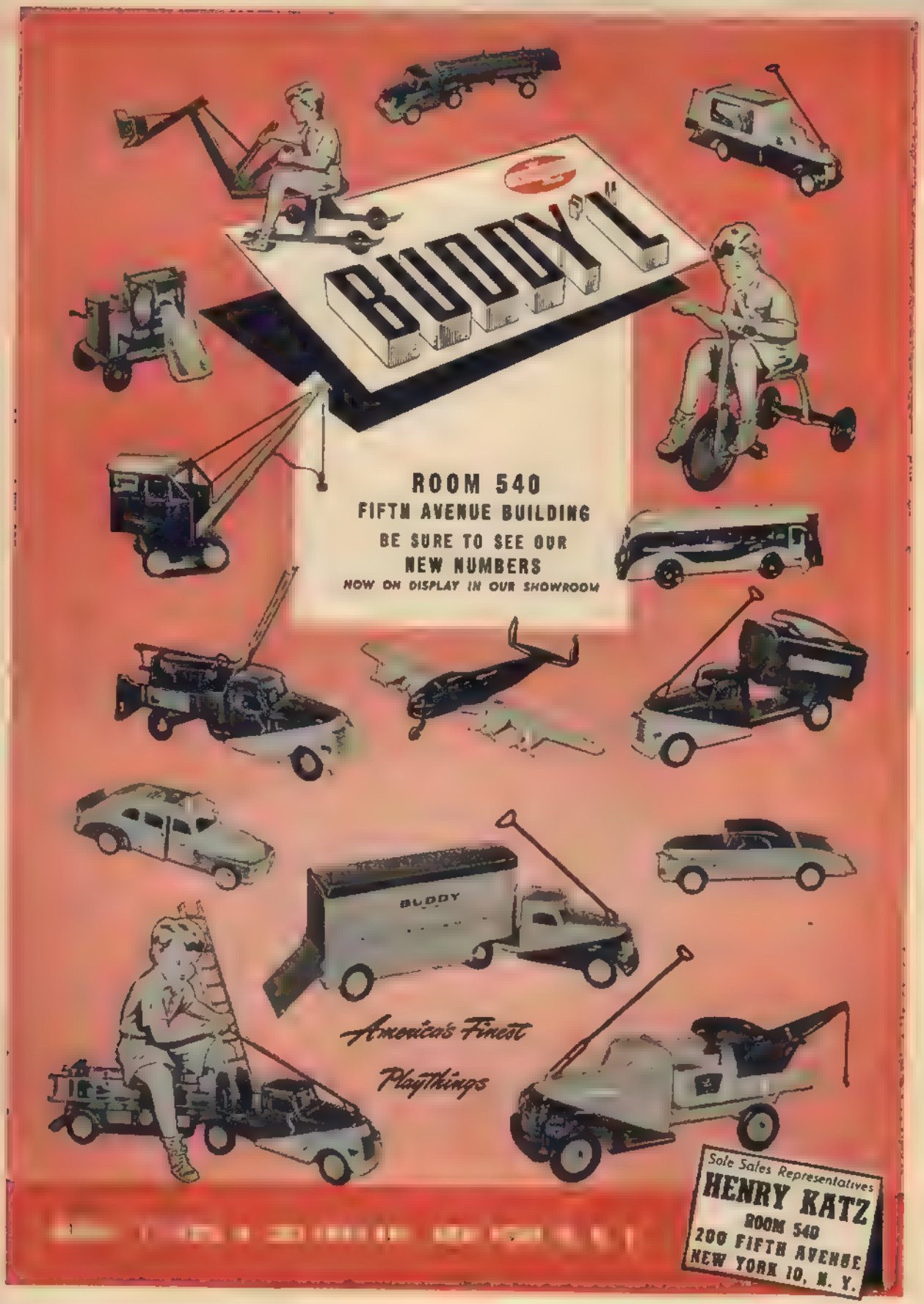
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Ideal Toni
My gorgeous hair is magic nylon!
Wash, comb, curl it as you please
Use my own Toni Play Wave Kit!
She's exquisitely modeled of nearly unbreakable plastic! Superlative doll value 9.49 14-in. doll
The one-and-only famous Toni—more fun to own than a half-dozen ordinary dollies—'cause her soft, shimmering hair is miracle nylon—locked to her scalp to stay—made to shampoo, curl, comb into any style! Her Toni Play Wave Kit contains creme shampoo, comb, play wave solution (completely harmless), curlers, rubber bands, end papers, directions. Pictures of hair styles too. She's beautifully modeled of almost unbreakable plastic with arms, legs that move. She sits alone, turns her head, closes her lash-fringed blue eyes. Hand-tinted face glows like real. Wears a rustling plaid taffeta pinafore, white rayon blouse, snap sandals, dainty undies
35Y5078E–14-in. doll. Ship wt 4 lb 9.49
35Y5079E–15½-in. doll. Ship. wt 4 lb. 11.49
35Y5154E–19-in doll Wt 5 lb. 1.60 dn 15.49
35Y5155E–21-in. doll. Wt. 6 lb. 1.90 dn. 18.49
Up Donder,
Up Blitzen,
don't be missin'
gifts in Aldens big catalog

Ideal Blessed Event Baby

Only doll in the world that changes her expression!

See her open her mouth and cry! Actually feel her suckle your finger! **9.98**

Ideal's newest hit! Most nearly like a just-born baby ever created! You'll gasp with amazement as you watch her infantlike face Press her little body her mouth opens and she cries. Put your finger in her mouth and feel her suckle like a real cherub. She shows her emotions because of her marvelous new flexible skin and special plunger mechanism in her back. Her arms, legs, even her head are soft vinylite plastic—fun to bathe. Snugly cotton-filled cloth body. Painted features, hair. Wears diaper, flannel trimmed gown, wrapper, booties. Has blanket with ribbon bow.
35Y5144E–21 in. tall. Ship wt 4 lb .9.98

Santa says, "be nimble, be quick, Aldens credit does the trick"

Famous Ideal Babies

Snugly soft and lovable

"Snoozie"

1.98 up
11½ in. doll

Looks, cries like a wee, wee infant!

Newborn baby so soft and cuddly—can't ever break! Pliable vinylite plastic head, 1 piece latex rubber body, limbs. Wears shirt, panties, wrapper
352Y5140–11½ in. tall. Wt. 1 lb. 4 oz. 1.98
SNOOZIE doll with ribbon-tied blanket.
352Y5141–11½ in. tall. Wt. 1 lb. 8 oz. 3.37
SNOOZIE above, with vinylite plastic head, arms, legs, cotton filled cloth body. Blanket
352Y5142–15 in. tall. Wt. 2 lb. 4 oz. 4.79
35Y5143E–21 in. tall. Ship. wt. 3 lb. 7.69

"Baby Coos"

6.69
13½ in. doll

Coos, sobs, screams like a baby!

Santa's sensation! Precious to feel irresistable to hear! Caress her and she coos; pinch her—she sobs; squeeze her hard—she screams like a baby! Practically unbreakable plastic head; go-to-sleep glassene eyes, lashes. Magic Skin rubber body; foam rubber stuffed. Wears organdy frock.
352Y5147–13½ in. tall Wt. 2 lb. 2 oz. 6.69
352Y5148–16 in. tall. Wt. 2 lb. 6 oz. 8 69
352Y5149–18 in. tall Wt. 2 lb. 12 oz. 10 59
35Y5150E–20 in. tall. Ship. wt. 4 lb.. 12 59

Singing Doll

I sing "Rock A Bye Baby"

9.95

Save 2.00! Was 11.95

She's pretty, she's cuddly, and she sings! "Rock A Bye Baby" is sung through her pretty open mouth. And you can see her teeth and tongue! To make her sing, child simply winds key, presses button. Soft body, latex, life-like arms and legs. Plastic head, sleeping eyes; lashes. Blue, lace-trimmed ninon dress, bonnet; plastic panties, long slip, white shoes, socks.

35 Y 5090E—21 in. high 9.95
Shipping weight 5 pounds.

Santa says:
Stuff stockings full without breaking budget! Use Aldens easy credit!

AT RIGHT—Aldens family of tiny-price dolls for Christmas and year-on loving

AMAZING FUN-TO-PLAY-WITH JACKIE 1.98 up

1. It's a home run to little hearts—the hit Jackie Robinson doll in the cream and gray Dodger's uniform! Life-like composition with movable arms, legs and head.
352 Y 5151—31½-in. tall. Ship. wt. 1 lb. 10 oz. 1.98
JACKIE ROBINSON SET includes doll PLUS Blue warm-up jacket, autographed bat, Jackie Robinson Baseball Game, and 36-page booklet of Jackie's thrilling rise to fame.
35 Y 5152E—Doll and Set. Ship. wt. 3 lb. 2.98

WINSOME DOLLS—WHITE OR COLORED 1.00

3. Sugar 'n spice—everything nice in her 10 inches! She's adorable and all composition for lovable hugs and a thousand kisses. Movable arms and legs, prettily moulded face with painted eyes and hair. She's all dressed in a jersey diaper, fluffy organdy dress with puff sleeves, (colors below) perky matching bonnet. Aldens special for special little girls!
352 Y 5135—White with Blue dress. Ship. wt. 14 oz. ... 1.00
352 Y 5136—Colored with Pink dress. Ship. wt. 14 oz. .. 1.00

BARGAIN COMPOSITION BABY DOLL 59c

6. Sweet to cuddle, sweet to dress—made to love hard because she's all composition and can take rough 'n tumble play. Aldens brings this lowest priced doll anywhere just in time for Christmas! Turning head with nicely painted moulded baby features. Moulded, tinted hair. Movable jointed arms and legs, she can sit alone! Dressed in diaper. 9 inches tall.
352 Y 5121—White. 352 Y 5122—Colored
Shipping weight each 12 oz. ..... Each 59c

DRINKS 'N WETS—WHITE OR COLORED 89c up

2. Tiny wide-eyed infant—13 inches tall—bargain priced! Carries own nursing bottle. All composition with movable arms, legs. Painted hair and eyes. EXTRA 16-piece layette includes 4 diapers, flannel bed jacket, percale romper with matching bonnet, shoes, rayon stockings, safety pins in a square. An Aldens buy!

Cat. No.	Item	Color	Ship. wt.	Price
352Y5123	Doll only	White	1 lb.	89c
352Y5127	Doll only	Colored	1 lb.	89c
352Y5124	w. Layette	White	1 lb. 13 oz.	1.69
352Y5128	w. Layette	Colored	1 lb. 13 oz.	1.69

THRIFTY DRINK 'N WET DOLL 89c up

4-5. Bounceable, lovable all rubber drink 'n wet doll. Carefully moulded and cuddly, head, legs and arms move. It drinks and wets when fed with its rubber nippled bottle.
4. 352 Y 5134—11 inches high. Ship. wt. 1 lb. 2 oz. 1.69
5. COMPOSITION HEAD. Coo-type voice when lovingly squeezed. Soft cotton filled all rubber body with flexible arms and legs. Bathe up to neck only

Catalog No.	Height	Ship. wt.	Price
352Y5131	9 in.	12 oz.	89c
352Y5132	11 in.	1 lb.	1.19
352Y5133	13 in.	1 lb. 4 oz.	1.49

SOFT AND CUDDLY COLORED BABY DOLL 2.98

7. Sweet as a real baby—this brown-eyed baby doll! Her Glassene eyes have curly lashes that sleep. Soft, brown all rubber Latex body, arms and legs that feel just like real! Plastic head is tinted with painted hair. Beautifully dressed in a fluffy Pink organdy dress with White edging. Matching bonnet has pink tie ribbon. White cotton slip and panty combination, rayon socks, simulated leather shoes.
352 Y 5153—13 in. high. Shipping weight 1 lb. 8 oz. ... 2.98

Buy big 'n little dolls on Aldens easy credit. Build your order to 15.00 and open an account

1. Our finest 89-piece mansion! Open windows with awnings—garage, sun deck! **7.88**

2. Five-room "Colonial" beauty with playground, sun deck, garage, and fence! **3.79**

Keep dolls comfy with these bedtime specials

5. STEEL BED for the favorite doll. Complete with metal mesh spring. Rubber-tipped feet. 10¾x8¾x9⅛ in.
35Y5834—Bed and spring. Ship. wt. 2 lb. 5 oz. **1.98**
35Y5835—Bed, spring and mattress. Wt. 2 lb. 11 oz. 2.98

6. MATTRESS SET—ideal for dolly's bed! Mattress and one pillow covered with durable pink plastic. Clean with damp cloth. 100% cotton filling. 10x20 in.
35 Y 5836—Shipping weight 1 pound ..... Set **1.00**

7. QUILT, PILLOW—luxurious set! 18x25 in. quilt and 8½x12 in. pillow are reversible Pink and Blue rayon twill. 100% cotton filling. Use in doll bed or buggy.
35 Y 5832—Shipping weight 14 ounces. .... Set **1.69**

Doll bath and dressing table!

- Tubular all-aluminum frame
- Sturdy leakproof fabric tub
- Non-slip, rubber tipped feet

1.98 up

ECONOMY PRICED (Small view) Pink tub, blue top, front pockets. 18½x16x3 in.
35 Y 5827E—Shipping weight 3 lb **1.98**

BIGGER, BETTER (Not shown) Drain-off hose, shut-off. 18-in. measuring scale. Pink tub, blue top, front pockets. 24x21x12 in.
35 Y 5828E—Shipping weight 4 lb **2.98**

FINEST, BIGGEST Many extras: metal storage tray, drain hose, shut-off clamp, pedal to swing table in place, washcloth. White tub; blue top, pockets. 28½x21x12 in.
35 Y 5829E—Shipping weight 5 lb **3.98**

Low-cost Doll Accessories to thrill your little girl on Christmas morning! 1.49 up

TRUNK WITH 3 HANGERS—a must for storing doll's cloths, for traveling. It's great fun to have a place for each dress and accessory. Made of sturdy fiberboard, covered with strong Brown and Tan luggage-pattern paper on outside, plaid paper inside. 3 sturdy fiberboard hangers. Handy pull-out drawer at bottom. Chrome plated snap lock, hinges and convenient handle for carrying. 7⅜x7x16 inches.
35 Y 5833E—Ship. wt. 3 lb. . . **1.79**

MUSICAL ROCKER CRIB. An unusual gift that's sure to please the little mother. Gently rock this "Rock-o-by" cradle and listen to the bells (attached to rockers) peal forth a tinkling melody. Made of smooth, hardwood. Has natural maple finish, a strong fiberboard bottom. Shop and save at Aldens.
19 IN. LONG—for 17 in. doll
35 Y 5830E—Ship. wt. 5 lb. **2.98**
25 INCHES LONG—for 23 inch doll.
35 Y 5831E—Ship. wt. 7 pounds. 3.98

STEEL HI-CHAIR—that's handsomely styled, sturdily made—looks just like a real baby's chair. Wonderfully realistic with foot-rest, removable ivory tray, a decorative decal. All-steel construction gives sturdy wear. Pastel blue enamel finish. Non-slip rubber tipped feet. Available in 2 sizes.
LARGE SIZE. 11x13x26 in. high.
35 Y 5826E—Ship. wt. 6 lb. . **2.79**
MEDIUM SIZE. 8½x9x18 inches high.
35 Y 5825E—Ship. wt. 3 lb. . . . 1.49

Only **2.79** 5-room colonial doll house with 37 pieces of plastic furniture!

ALDENS BUDGET BUY COLONIAL "HOME" 2.79

Santa's choice—2-story 5 room colonial doll house! Living room, kitchen, bedroom, bath, nursery completely furnished with 37 pcs. of gay plastic furniture, scaled to size of rooms. House of sturdy steel with edges safely turned. Interior lithographed in bright modern decor ever to Walt Disney motif in nursery. Exterior is authentic colonial. 9 ½x15 ½x9 in. overall. Shipped flat—easy to assemble. Instructions included.
35 Y 58x0E—Ship. wt. 5 lb. 2 oz. Mailable. 2.79

Completely furnished 5-room "Colonial Homes"

Interiors at left, exteriors at right

ALDENS FINEST, LARGEST! OVER 85 ACCESSORIES 7.88

- **Extra large! 33½x12x18¾-inch overall colonial-type house**
- **5 realistic open windows complete with removable metal awnings**
- **Attached garage has Rolls Royce sedan inside—sun deck overhead**
- **5 rooms and sun deck completely, luxuriously furnished with smart, large-scale plastic pieces—even to TV set in living room**
- **Decorating kit of 27 different decals for ornamenting furniture**
- **Father, mother, boy, and girl doll occupants in vinyl plastic**

1. SHOWN ON OPPOSITE PAGE. Lithographed exterior is on view at right! Lavish, beautiful as a real colonial home! Just the gift to make Christmas dreams come true! Built of sturdy sheet metal with ribbed floor sections and double turned walls for strength. Interior is richly lithographed in modern decorator design, striking colors, with vivid draperies; large pictures and picture groupings on walls, fireplace and shelves with books in living room, fireplace in bedroom, shower curtain and mirror in bathroom, circus prints in nursery; tools, bicycle, hose etc. in garage, wall-to-wall carpeting with throw rugs in living room and bedroom; bright linoleum in kitchen, bath, and nursery. Set of miniature kitchen appliances and table service for 3 included. Father doll stands 4⅛ in. tall, others in proportion.
35 Y 5822E—Ship. wt. 13 lb. Mailable. Shipped flat—easy to assemble. 7.88

BIG, EXTRA-FEATURE HOUSE 41 PCS. FURNITURE 3.79

2. INTERIOR SHOWN ON FACING PAGE. Look right and see exterior view! A wonderful joy-maker on Christmas morn! Five rooms and sun deck are fully furnished with 41 sturdy plastic pieces, plus up-to-date sedan in garage. Has outdoor playground equipped with sand box, pail, shovel, see-saw, wading pool, boat, and slide. 4 sections of white picket fence enclose grounds. Boy, girl, and 2 baby dolls molded of flexible vinyl plastic included. Steel constructed house will take plenty of kiddies' rough and tumble treatment—all edges are turned for safety. Charming modern interior design is durably lithographed in rich color. Nursery is decorated in favorite Walt Disney motif. All furniture scaled to rooms. 25 ½x15 ½x9 in. overall.
35 Y 5821E—Ship. wt. 8 lb. Mailable. Shipped flat—easy to assemble. 3.79

Exterior view 1). Realistic white-washed brick, colonial clapboard with slate roof, brick chimney, rose trellis, shutters, shrubbery, flower boxes, picture window, colonial entrance. Exterior view 2). Colonial type architecture with clapboard walls, stone chimney.

Manicute! Curlicute!

1 1.69

39 pc. "Twinicute" set she'll adore! Combines manicure and curling sets

- 16 pc. toy manicure set for dainty nails —everything from polish to nail files!
- 23 pc. waving set to "dress" dolly's hair
- A real hand mirror to view the results

1. Now the tiny beautician can give herself 'professional' manicures and dolly expert 'sets' right in her own home! All ingredients are harmless—nail polish cuticle remover made from certified fruit coloring. Shampoo, hair tonic curling solution certified by U.S. Food & Drug Administration. 16 pc. 'Manicute' set box holding 2 bottles toy polish, 1 bottle toy cuticle remover, 1 scissors, 3 sand paper files, 2 orange sticks, 1 cuticle pusher, 1 nail cleaner, 1 nail polish applicator, 2 rolls cotton. 23 pc. "Curlicute" set box holding 1 hand mirror, 1 comb, 1 barrette, 6 curlers, 10 bobby pins, 1 toy shampoo, 1 hair tonic, 1 curling solution. 35Y5967—39 pc. set. Ship. wt. 1 lb. 4 oz. **1.69**

2. 16 PC. MANICUTE SET ONLY—manicure pieces above but mirror inside box top. 35 Y 5965—Shipping weight 14 ounces **87c**

3. 23 PC. "CURLICUTE" SET ONLY—has hair-dressing pieces above but has smaller hand mirror. 35 Y 5966—Shipping weight 14 ounces **87c**

2 87c

3 87c

7 1.79

4 89c

5 89c

6 1.79

Like-real doll accessories—new *Walk-a-doll*

NURSETTE 89c

4. Dolly can be fed properly now with this 12 pc. nursette. Includes funnel spoon, bottle cleaner brush, bottle rack, four 3¾-in. high bottles with nipples. 35 Y 5968 ..... 89c Ship. wt. 1 lb. 2 oz.

CREEPER SET 89c

5. Dolly's a fashion-plate in this Pink 100% virgin wool knit creeper set—looks like a real baby's. Consists of hat, booties, sweater and pants. Fits all dolls measuring 10 to 14 in. 35Y5970-Wt. 8 oz. 89c

KNIT SET 1.79

6. Knit outfit for bigger 'babys'—measuring 16 to 21 in. Cozy 100% virgin wool knit in becoming Blue. Set consists of hat, booties, sweater and pants. 35 Y 5971 .1.79 Ship. wt. 8 oz.

8 1.49

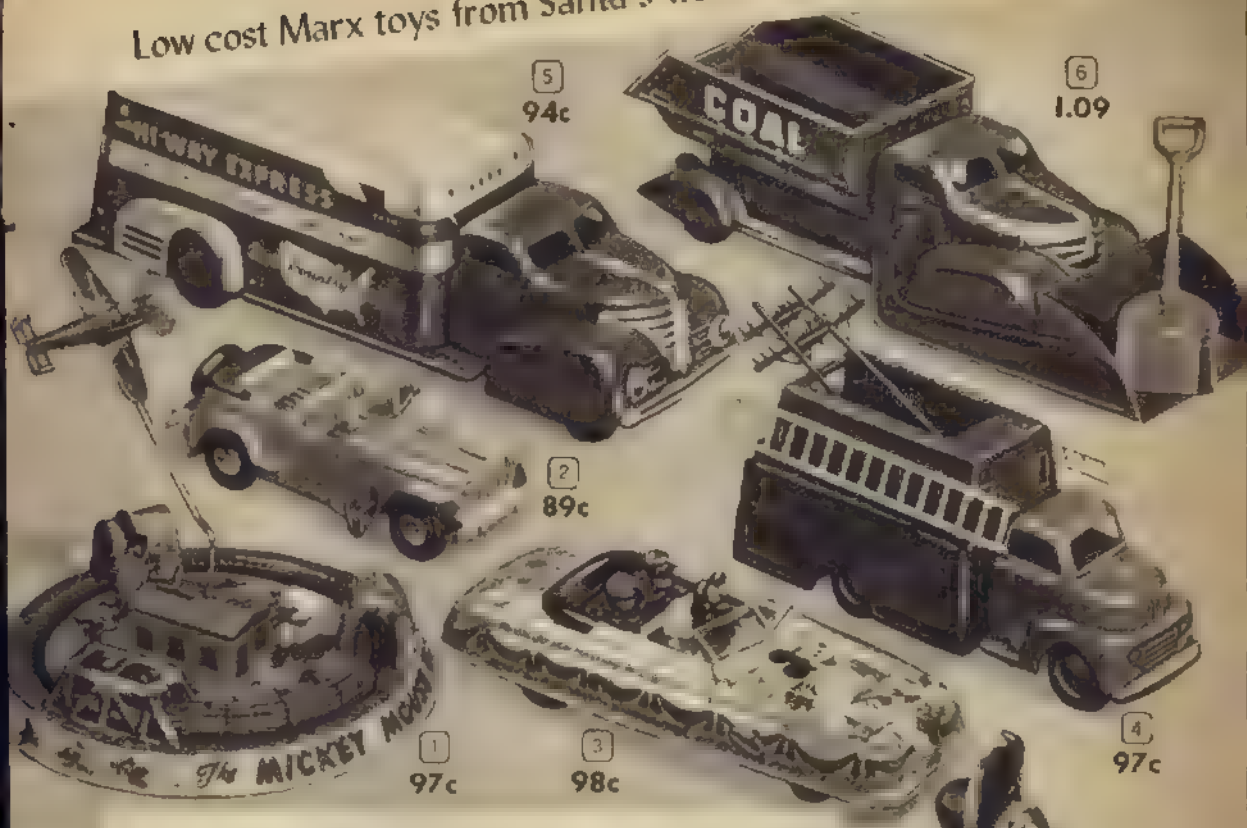
CARRIAGE COVER SET 1.79

7. Finely made of dotted Swiss. Includes 22x25 inch cover with bow-trimmed 9x10 in. pillow. She'll join the buggy parade proudly when she receives this dainty carriage set. In assorted colors. Buy at Aldens—save! 35 Y 5972 Ship. wt. 1 lb. 4 oz. .1.79

STURDY WALK-A-DOLL 1.49

8. Now dolly can walk! When little mother fastens walker to dolly and pushes, her dolly walks with a cute toddling motion. Blue steel walker about 12 in. high, adjustable for doll or stuffed animal from 14-24 in. high. 35 Y 5969—Ship. wt. 2 lb. 1.49

Low cost Marx toys from Santa's workshop!



Newest Marx Trucks—whizzing wind-ups Thrift specials—Aldens help "Santas" Save! 89c up

1. MICKEY MOUSE FLYER. Train speeds through 2 tunnels over bridge while plane piloted by Mickey Mouse flies overhead—held aloft by wire support. Made of steel—lithographed with Disney characters. Clockspring motor. Brake, key. 352 Y 5321 — 9¼ inches in diameter. Shipping weight 1 lb. 8 oz. **97c**

2. MECHANICAL PLASTIC JEEPSTER. In bright durable plastic complete with transparent windshield. Powered by enclosed, speedy, long-running spiral spring motor. Rubber wheels, spare tire on rear, shiny hub caps. Key attached. 352 Y 5361 — 8½x3¼x3-in. Shipping weight 1 lb. 4 oz. **89c**

3. DISNEY PARADE ROADSTER!—Containing 4 beloved Walt Disney characters! In pastel shades, construction of lithographed steel. Transparent windshield. Bottom is completely enclosed. Rubber wheels. Strong spiral spring motor. Key. 352 Y 5357 — 11¼x4¼x3-in. Shipping weight 1 lb. 6 oz. **98c**

4. PLASTIC TELEPHONE TRUCK. In sturdy plastic. 2 plastic ladder sections, 7½ in. long, which can hook together, two 7-in. telephone poles, rubber tires. 352 Y 5762 — 4¾x4x4⅜-in. Shipping weight 1 lb. 5 oz. **97c**

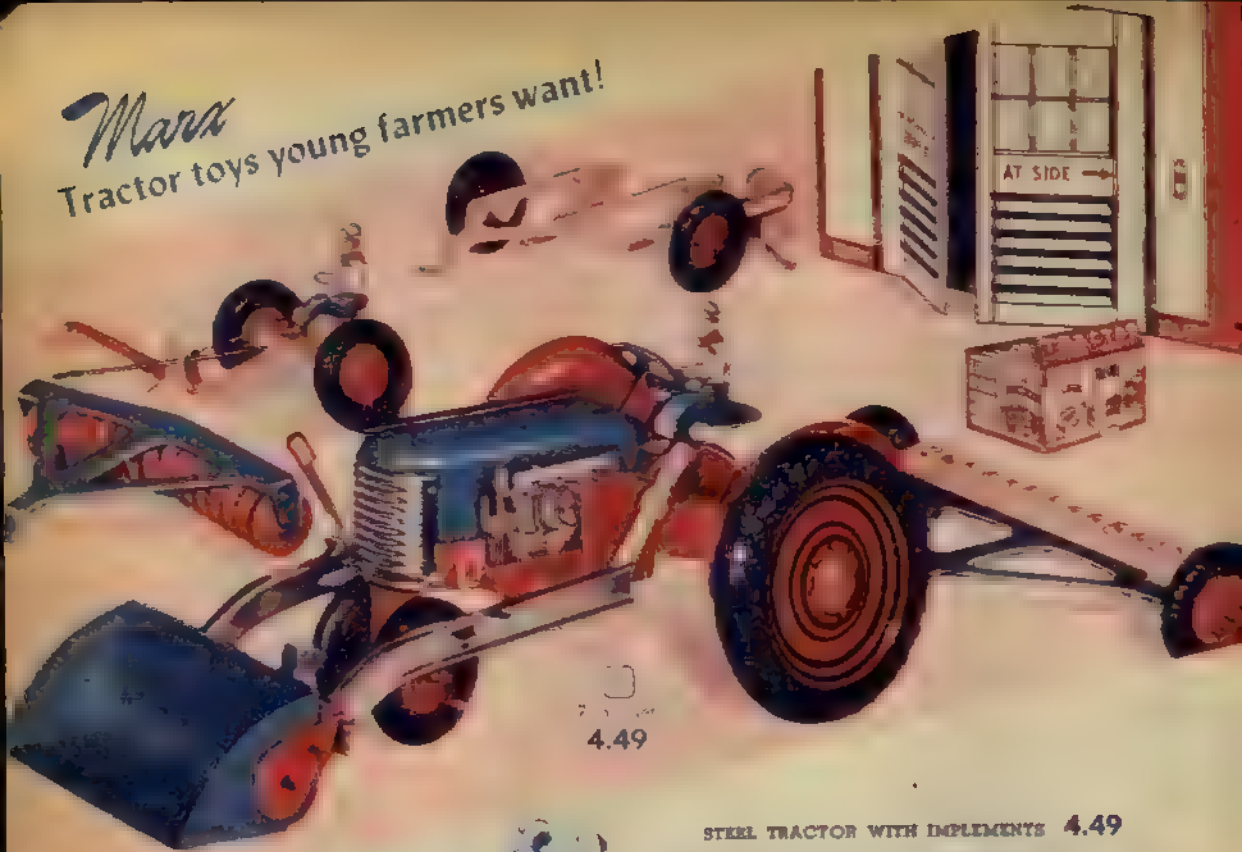
5. EXPRESS VAN. Cab and chassis of heavy gauge steel in bright baked-on enamel, with shiny radiator grille and hood strip. Large enclosed van body of lithographed steel in appropriate design. Hinged door at rear opens. 352 Y 5360 — 6¾x5x5-in. Shipping weight 2 lb. 10 oz. **94c**

6. LOAD AND DUMP TRUCK with shovel! Front high l.t. scoop loader deposits load in big dump body. Cab and chassis in heavy gauge steel, 2-color baked enamel finish. Lithographed steel dump body. Shiny radiator, grille, hood strip. 352 Y 5359 — 6¾x3⅜x4½-in. Shovel, 8x2½-in. Ship. wt. 2 lb. 10 oz. **1.09**

7. SHERIFF SAM IN WHOOPEE CAR! Just wind strong motor and Sam dashes back and forth and in circles, his cowboy hat flying! Sam's dangling legs are in authentic cowboy boots. Of colorful plastic and lithographed metal. Key. 352 Y 5326 — 5¾x6 ½x3¾-in. Shipping weight 1 lb. 2 oz. **94c**

8. CLIMBING FIREMAN—he climbs the ladder step by step until he reaches the top! Clever action is from strong clockspring motor with brake. Extension ladder is 22⅛ in. when extended and fits firmly into strong metal base. 352 Y 5363 — 7¾-in. fireman. Shipping weight 1 lb. 4 oz. **97c**

Marx
Tractor toys young farmers want!



4.49

Up Dander, Up Blitzer don't be missin' gifts in Aldens big catalog

2
1.96

3
1.09

4
1.59

STEEL TRACTOR WITH IMPLEMENTS 4.49

1 Young farmhands will love running this efficient equipment! Huge baked enameled cultivator-type tractor with detachable farmer in seat

sounds. Has red fair tractor. Detachable road scraper raised or lowered by hydraulic-type mechanism 2 pcs. 13½x7⅞x7 in. high. Attachable implements include 6⅜x10x3 ¼-in. hay rake with automatic dumping lever 8x11 ½x4 ⅜in mower with action cutting bar has detachable driver 11 ½x6 ½x2⅛ in. 3 gang plow disc harrow 8 ½x8 ¼x1⅜ in. All pieces built of heavy gauge steel Packed in paper carton resembling Tractor and Farm Machinery Sales Service Station Such as can be seen in rural areas throughout the country

35 Y 5320E—Shipping weight 7 pounds. 4 49

POWERFUL DIESEL TRACTOR AND SCRAPER 1.96

2 New Caterpillar diesel tractor designed for "Heavy farm work Sturdily built of steel, realistic engine lithographed on body Sure-grip rubber treads help tractor climb grades and pull heavy loads easily Detachable scraper and driver. Powerful clockspring motor with brake 10⅜x4⅝x6 ¼-in. high. In time for planting

352 Y 5318—Shipping weight 2 lb 2 oz 1 95

SPARKING TRACTOR WITH TRAILER 1.09

3 Packed with excitement—exhaust sparks as tractor travels! Latest design Caterpillar tractor also climbs with ease! Well-equipped with sturdy scraper for pushing loads and trailer for loading Removable driver at controls Powered by metal clockspring motor—other pieces of sturdy plastic. Tractor 5 ½x4x3 ½ in. high; trailer 5 ⅜x2 ¼x1 ½ in. high. Just the thing for model farms

352 Y 5345—Shipping weight 1 lb 4 oz 1 09

DELUXE TRACTOR AND TRAILER 1.59

4 Pulls heavy loads, climbs up steep grades with ease! Bulk! Red steel tractor with sure-grip rubber treads Sturdy clockspring motor Has detachable scraper behind rear Trailer has steel balloon-type wheels, dumping lever Attaches to tractor with steel shafts. Windup key inc Tractor with scraper 10 ½x5 ½x5 ¼ in. high Trailer 6 ½x3 ¼x4x. ½ in. deep. Satisfaction guaranteed

352 Y 5317—Shipping weight 2 pounds 1 59

61 pc. Farm 1.98

5

61-PIECE FARM SET WITH ANIMALS 1.98 complete

5 Load your pickup for the miniature farmer. Truck is fully equipped with 4x7 in. steel body. Opens high and feed. Shed, plastic silo and fence. Also metal tractor and cattle sled 1½ x 3½ x ½ in. high. 3 in. wood model fence with 2 in. white posts. The animals are white Leghorn chickens and cattle feeder. All pieces of metal have paint and are finely painted in both sides with realistic detail. 9 Blue Ribbon animals are of strong plastic resemble wet look with hand painted eyes. 4 Black Angus bull calves, 4 Hereford White Face Steers; 2 Duroc red hogs, 2 Poland China Black Hogs; 4 Chester White pigs; 2 Duroc Red pigs; 2 Poland China Black Pigs; 1 White Collie dog; 21 "Unpainted animals: 2 horses, 2 milk cows; 2 milk cow calves; 2 Red and 3 Black calves, 6 White sheep and 4 White lambs. Easy to assemble. With instructions.
15 Y 5314S—Shipping weight 5 lbs. . . . . 61 pieces. 1.98

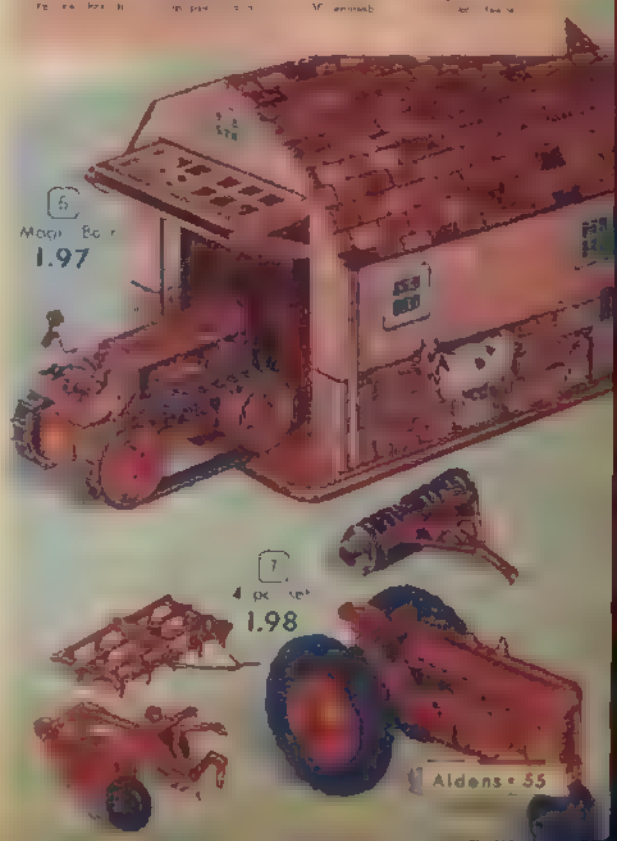
TRACTOR, AND BARN WITH MAGIC DOOR 1.97

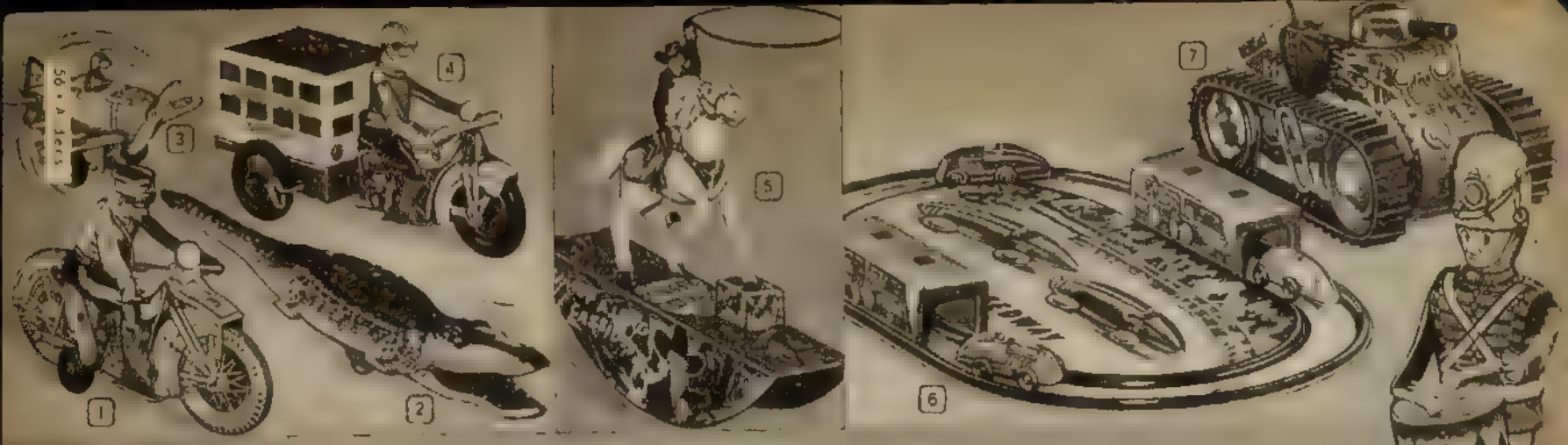
6 Farmyard magic! Tractor runs up to barn door touches it and up it does the door and the tractor runs right in. Real looking barn of lithographed steel. 10 ¼x8x8 in. high. 7x4x7½ in. high tractor with rubber treads spring motor, key, and brake lever. Detachable drive.
152 Y 5316—Shipping weight 3 pounds 1.97

4-PIECE FARM MACHINERY OUTFIT 1.98

7 For make-believe chores. Tractor has disc, plow and rake that hitch on. All pieces of cast aluminum painted red with [illegible] Rubber wheels. Tractor 7x4 in. high. Other pieces in proportion.
[illegible] Y 5321—Shipping weight [illegible] lb. 14 [illegible]

Total satisfaction guaranteed or All items are [illegible]





ACTION-PACKED WIND-UPS youngsters love—all value-priced!

1 SIREN MOTORCYCLE COP—lithographed metal. Runs, tips, rights itself. Keywind motor. 8½x2¾x6 in.
352 Y 5358— Ship. wt. 1 lb. 8 oz. **1.29**

2 ALLIGATOR of lithographed steel, 23 in. long. Moves as realistic snapping jaws. Harmless Wind-up motor
352 Y 5326— Ship. wt. 11 oz. **69c**

3 ROLLOVER PLANE—colors in lithographed steel. Runs, rolls over, repeats 6½x5x3¾ in. Keywind motor
352 Y 5322— Ship. wt. 9 oz. **79c**

4 DELIVERY CYCLE. Drive in seat, open compartment for carry packages. Spring mechanism. 9¼x5¼ in.
352 Y 5343— Ship. wt. 1 lb. 7 oz. **89c**

5 HOPALONG CASSIDY galloping horse—lithographed steel. Swings forward and backward. 9¾x2 9x10 3 in. Keywind
352 Y 5344— Ship. wt. 1 lb. 8 oz. **89c**

6 AUTO SPEEDWAY. Action packed! Lithographed metal. 3 cars. 2 garage sets. Clockspring motors. 17x.0x1¾ in.
352 Y 5328— Ship. wt. 2 lb. **1.89**

7 SPARKLING TANK—lithographed steel, rumbles, shoots sparks, rat-tat-tats. Spring motor. 9½x5 4x8 4 in.
352 Y 5327— Ship. wt. 2 lb. 12 oz. **2.69**

8 DRUMMER BOY—lithographed metal. Scatter toy beads. Drumsticks, beats drum. Keywind motor. 9½ in. high.
352 Y 5329— Ship. wt. 12 oz. **57c**

FAMOUS MARX ELECTRIC TRAINS—low cost sized-to-scale replicas! Use Aldens easy credit

THRIFT-PRICED 5-UNIT FREIGHT 7.95

9. Operates by remote control—without touching the train. Loads of fun for the 2 boys in the family (Father and Son). Realistic lithographed metal 5-unit freight with smog Black engine equipped with chromed rails and stack. Black tender to match engine. Silver painted tank car on Black truck, gondola car, and bright Red caboose. Real headlight on engine. Overall length, 35-in. Comes with 10 track sections—2 straight and 8 curved form oval 102 inches. Variable speed transformer of 80 watts, UL., Inc. approved for 110-120 volt 60 cycle AC), track connector
35 Y 7780E— Ship. wt. 9 lb. Mailable 7.95

5-UNIT FREIGHT—THERMAL UNIT! 9.69

10. Run it forward or backward . . . fast or slow . . . start it or stop it, all by remote control! Authentically lithographed sturdy metal. Here is a 5-unit freight with new Thermal unit circuit breaker—indicates short circuits and cuts current off, won't burn out transformer! 1 locomotive, 1 tender, 1 high-side gondola, 1 box car, 1 caboose—all to come roaring down the track! 12 tracks: 4 straight sections and 8 curved sections form oval 120-inches. Overall length 43-inches. 50 Watt transformer (110-120 Volt 60 cycle AC) UL Inc. approved. Use credit, see page 115
35 Y 7725E—Ship. wt. 10 lb. Mailable 9.69

LIGHTED PASSENGER TRAIN 19.95

11. Completely new! Deluxe scale model—automatic coupling—lighted passenger cars. Die-cast 4-6-2 wheel drive locomotive, die cast tender, 1 passenger car, 1 Astro Dome car, 1 observation car—all lighted! New colored photographic strips inside show passengers in realistic poses. Each car has automatic uncoupling unit—uncoupling ramp included. 15 track sections—8 wide radius curved, 7 straight form oval 177-inches 50¼-inches long. 50 Watt transformer, U.L. Inc. approved (110-120 Volt 60 Cycle AC). A thrilling Christmas gift. Mailable
35 Y 7727E—Ship. wt. 14 lb. 19.95

DIE-CAST 8-UNIT FREIGHT 12.95

12. Remote control set runs forward or backward! Die-cast locomotive, oilless bronze bearings, piston rod action, die-cast wheels, headlight. Scale model steel cars: 1 tender, 1 box car, 1 gondola, 1 caboose—coupling units. Uncoupling ramp. 8 sections straight, 8 sections curved track form oval 137-in. Transformer, track connector (110-120 volt 60 cycle AC) UL approved. 39-in. long.
35 Y 7726E—Ship. wt. 11 lb. 12.95

13 TRANSFORMER WITH CIRCUIT BREAKER for all Marx trains. 50 Watt 110-120 V AC. 3⅜x3 ½x4 ½-inches. UL., Inc. approved
35 Y 7728E—Ship. wt. 6 lb. . . . 5.79

Doll Brides

Exquisitely gowned
Stand alone—beautifully
molded of all plastic

1 Finest Bride
4.98 up

2 Finest Bridesmaid
6.98

Aldens Bridal Party

3

Collectors' items—so breath-takingly real! Complete bridal party costs only 4.37 at Aldens!

3 Bridesmaid	1.39
4 Groom	1.69
5 Bride	1.39
Bride and Groom set	2.98

Aldens Christmas Babies

Lovable, adorable doll-land bargains! Worth so much more!

1
12-inch
Tina
1.00

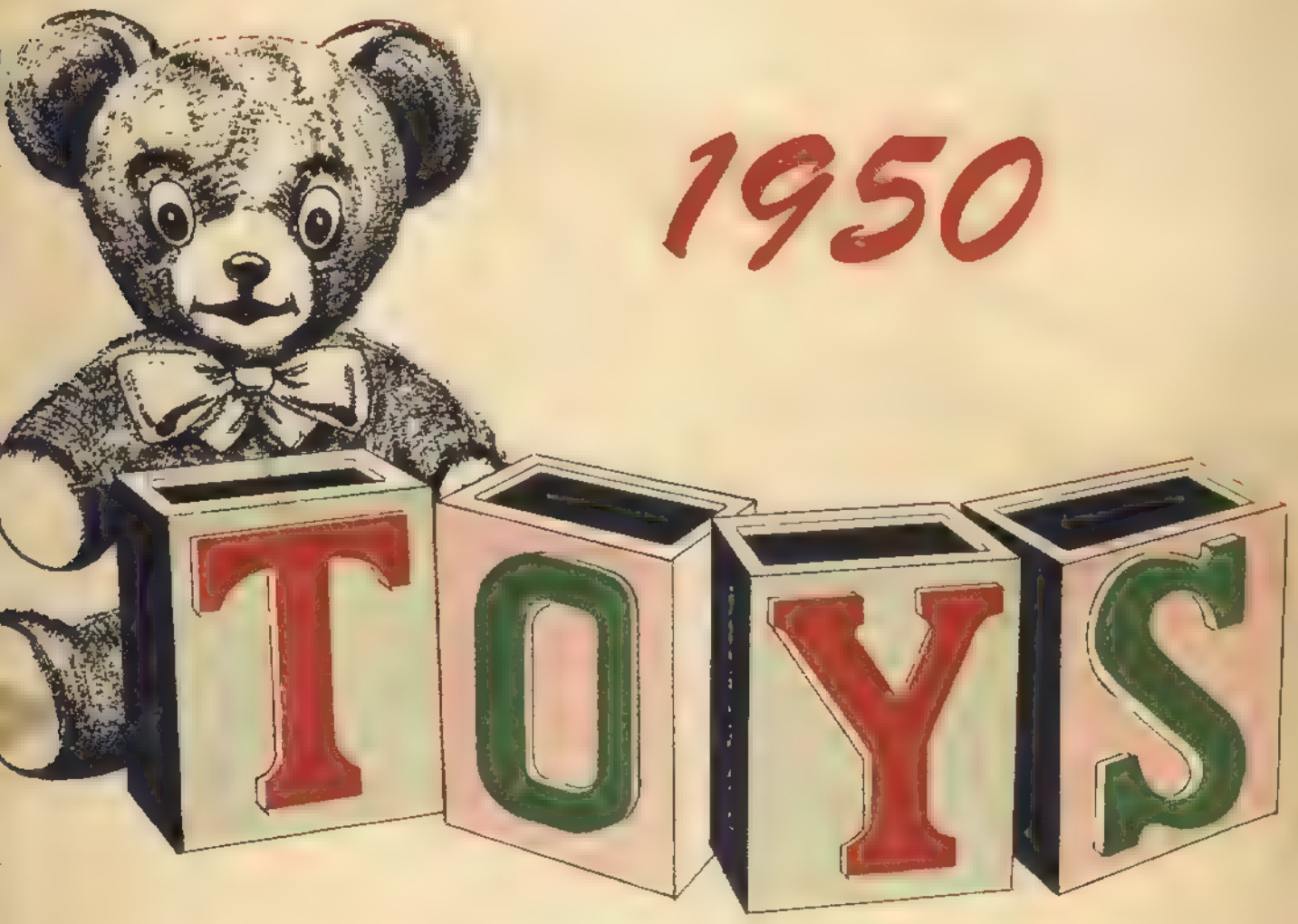
2
18-inch
Margie
2.49

3
21-inch
Ann
3.98

4
21-inch
Rosalind
2.98

Christmas

1950

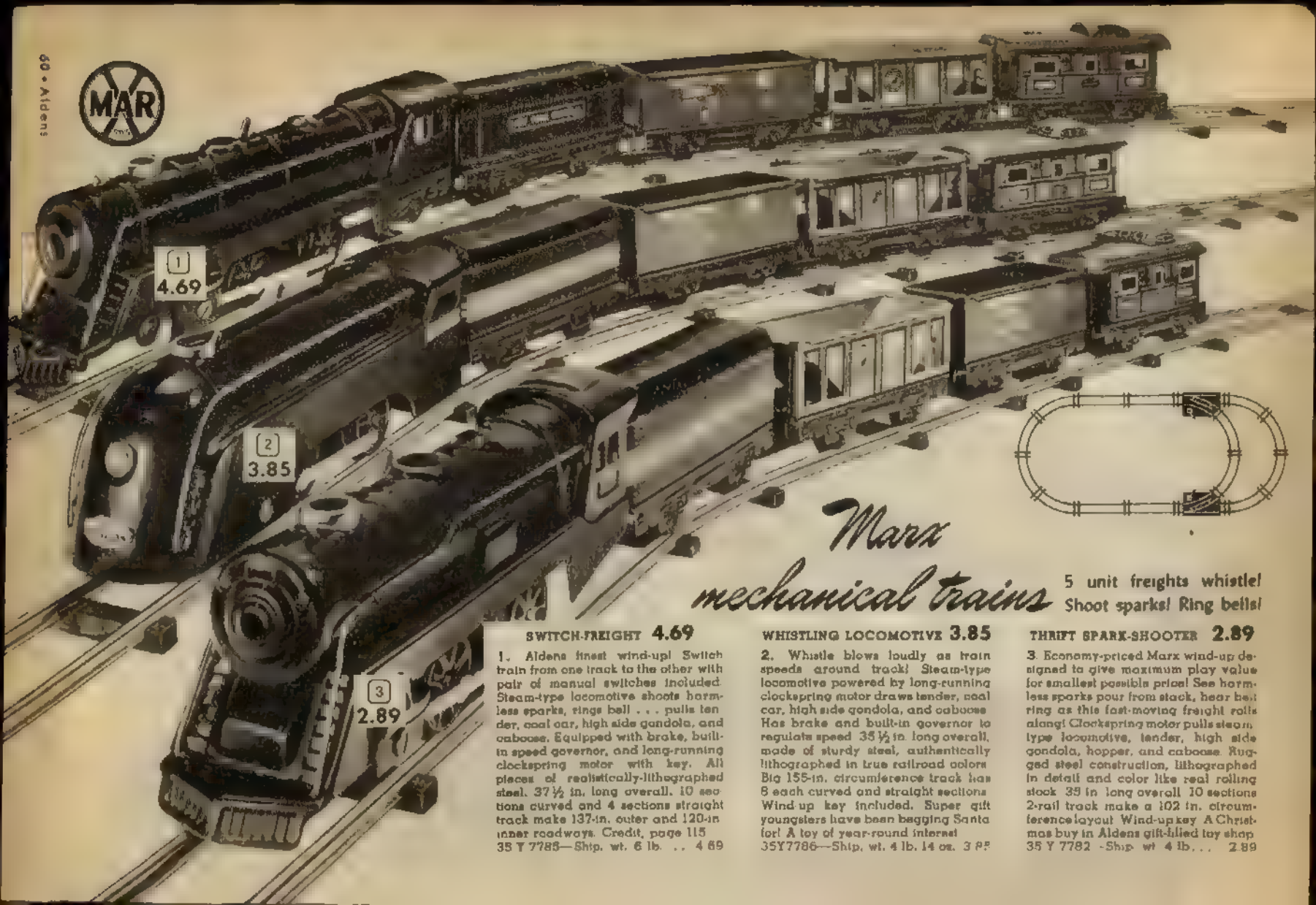


COAST TO COAST STORES

LOCALLY OWNED

NATIONALLY ORGANIZED

16
15.95 set
7
29.95 set
18
27.95 set
Take it from
Santa ... enjoy
your best Xmas
yet on Audio ... credit page ... 5
American Flyer Electrics
Actual Scale Models by Gilbert



Marx mechanical trains

5 unit freights whistle! Shoot sparks! Ring bells!

SWITCH-FREIGHT 4.69

1. Aldens finest wind-up! Switch train from one track to the other with pair of manual switches included. Steam-type locomotive shoots harmless sparks, rings bell . . . pulls tender, coal car, high side gondola, and caboose. Equipped with brake, built-in speed governor, and long-running clockspring motor with key. All pieces of realistically-lithographed steel. 37½ in. long overall. 10 sections curved and 4 sections straight track make 137-in. outer and 120-in inner roadways. Credit, page 115
35 Y 7785—Ship. wt. 6 lb. . . 4 69

WHISTLING LOCOMOTIVE 3.85

2. Whistle blows loudly as train speeds around track! Steam-type locomotive powered by long-running clockspring motor draws tender, coal car, high side gondola, and caboose. Has brake and built-in governor to regulate speed. 35½ in. long overall, made of sturdy steel, authentically lithographed in true railroad colors. Big 155-in. circumference track has 8 each curved and straight sections. Wind-up key included. Super gift youngsters have been begging Santa for! A toy of year-round interest
35Y7786—Ship. wt. 4 lb. 14 oz. 3 85

THRIFT SPARK-SHOOTER 2.89

3. Economy-priced Marx wind-up designed to give maximum play value for smallest possible price! See harmless sparks pour from stack, hear bell ring as this fast-moving freight rolls along! Clockspring motor pulls steam-type locomotive, tender, high side gondola, hopper, and caboose. Rugged steel construction, lithographed in detail and color like real rolling stock. 39 in. long overall. 10 sections 2-rail track make a 102 in. circumference layout. Wind-up key. A Christmas buy in Aldens gift-filled toy shop
35 Y 7782 - Ship. wt. 4 lb. . . 2.89

Horsman Flirty Sue

The doll with the magic eyes!

She flirts! She sleeps . . .
And oh, how she rolls her pretty eyes!

25 inches tall 8.98

A cute coquette! "Flirty Sue" will catch your eye, and hold it! No one resists her charming rolling eyes — made of glassene for a life-like sparkle only finest dolls possess. She sits alone, sleeps too! "Sue" is a big sister of 23-in. "Softee" at left, with the same smooth vinylite arms, legs, soft stuffed body, unbreakable plastic head, cherubic mouth, teeth, tongue. Her mohair wig of blond curls is securely fastened to her head to take lots of play tugs! And she wears her holiday best Blue Ninon frock, bonnet, slip, rubber panties, socks, leather-like shoes. Order "Sue" now!

35Y5080E — "Flirty Sue" 8.98
Shipping weight 6 pounds.

JUST BORN
Horsman
TYNIE BABY

Plastic head, arms, legs —washable! **3.98 up**

For the little girl who's always wanted a new-born baby sister! A perfect likeness of a chubby infant is our new "Tynie". She's so sweet, so lifelike with tiny, just-opening eyes, little crinkled-up vinyl fingers and toes, cry-baby voice, and cuddlesome stuffed body. "Tynie" wears a flannel shirt-panty and soft fleeced bunting, hood.

352Y5156—15-in "Tynie" 3.98
Shipping weight 2 lb. 2 oz

35Y5157E—21-in "Tynie" 5.98
Shipping weight 4 pounds.

Walking Doll

Walks 20 Feet By Herself

dress designed by famous and exclusive 'Sophie' of Saks 5th Ave.

14.95 1.50 down

Irresistible—Wanda in her SFA 'original'! She literally walks into 'Mommy's' arms—and heart! 'Sophie' designed her Pink flocked rayon marquisette dress, matched bonnet, lace-edged slip, cotton panties. 18-in. all plastic belle—mohair curls, sleeping glassene eyes, lashes. 35Y5109E—Wt. 6 lb.. 14.95

Up Donder, Up Blitzen, don't be missin' gifts in Aldens big catalog.

AT RIGHT—The Year's Most Fashionable Wedding Party

6 **3.98**

7 **59c**

6 · Aldens

HORSMAN BRIDE-OF-THE-YEAR 4.98 up

1. A bride of tradition in white rayon satin a-blaze with silver braid! "Diamond" lace veil, bridal lingerie, stockings, slippers! All plastic. Movable joints. Mohair curls, dream "shut eyes." 352 Y 5060—14-in. tall. Ship. wt. 2 lb.. . . . 4.98 352 Y 5059—18-in. tall. Ship. wt. 2 lb. 14 oz. 7.98

"ROBERTA"—HER BRIDESMAID 6.98

2. The bridesmaid you'd choose yourself! She wears Blue flocked organdy with gold-colored threading on bodice. Flowers cap her mohair curls, accent tiny waist. All plastic. Arms, legs move, head turns, glassene eyes shut. 352 Y 5061—16-in. tall. Ship. wt. 2 lb. 4 oz.6 98

7½-IN. BRIDESMAID 1.39

3. "Attends" couple at right (identical but for dress) Blue rayon satin gown, Pink-gold mesh bodice. Feather hat 352 Y 5069—Wt. 14 oz. .1.39

7½-IN. "PARK AVENUE" COUPLE—STAND ALONE 2.98 set

4, 5 It's a "society" wedding! The groom, correct in felt striped trousers, frock coat—the bride, a vision in rayon satin! Painted plastic; arms move. Bride has mohair wig; groom, painted hair 352Y5073—Groom Wt. 9 oz.1 69 352Y5068—Bride Wt 14oz. .1.39 352 Y 5081—Bride and Groom set Ship wt. 1 lb. 6 oz. set Set 2 98

AT LEFT—Beautiful "Dress-Me" dolls they'll never outgrow!

16-INCH DRESS-ME DOLL 3.98

6. She's both "child" and "mannequin" —Horsman's exquisitely-formed dress-me doll! So thrifty to outfit—a few remnants will "Paris-dress" her! Lifts arms, legs, turns head—lets you hug her tight. she's almost unbreakable! Flesh-tone plastic lifelike expression, soft mohair curls, sleeping glassene eyes. Lips are parted to show pearly teeth, rosy tongue 352 Y 5117—Shipping wt. 1 lb. 12 oz.3.98

7½-IN. DRESS-ME DOLL 59c ea.

7. You wouldn't believe you could give so much pleasure at this way-low price! 7½-in. miniature is "baby-sister" of doll at left. Buy them both and mother and daughter can practice sewing together! Skillfully molded of unbreakable plastic "brought-to-life" with mohair wig, movable arms, tiny bosom. Realistically painted features, shoes. Tru-color skin. 352 Y 5130—Ship. wt. 5 oz. Ea. 59c

For further gift-ideas see Aldens Big Fall-Winter Book.

4.98

4.98

'Laurie' is so beautiful you'd think she costs far more than 4.98. Her arms and legs are of Latex soft rubber that feels smooth, lifelike as a real baby's skin. Her hard to break plastic head has pretty mohair curls. Open mouth teeth, tongue. She cries she sleeps! Sparkling glassene eyes have soft lashes. And her body is softly stuffed to make cuddling fun. little girls love to hug dolls as soft as 'Laurie'! Wears White Ninon dress and bonnet, plus rubber panties, petticoat, stockings and leather-like shoes. 35 Y 5029E 22 in. 'Laurie' Ship wt 4 lb. 4.98

'Princess Rose' beautiful baby over 2 feet tall! Imagine the gleam in your little girl's eyes when she sees this great big dollie under her Christmas tree! She has mohair curls, sleep-or-wake eyes, lashes, tongue and pearly white teeth! Lifelike cry ing voice hidden inside her soft-stuffed body - she cries when put to bed, cries when spanked! Her comfortion head is larger than ordinary dolls - almost the size of a growing child's! Wears a Yellow Ninon frock, bonnet, slip, panties, socks, shoes. 35 Y 5104E "Princess Rose" Ship wt 5 lb. 4.98

Gurglee

Drink, wet 'n' sigh baby 2.98 ea.

'Gurglee,' cunning new drink wet baby, gurgles, sighs when squeezed! Chubby 13-in. Latex body is foam rubber stuffed - soft as an infant's. Hug, bathe, powder, feed her. Plastic head is almost unbreakable, takes lots of play! Her eyes are glassene sleeping type with lifelike lashes. Dressed in diaper. Bottle included.

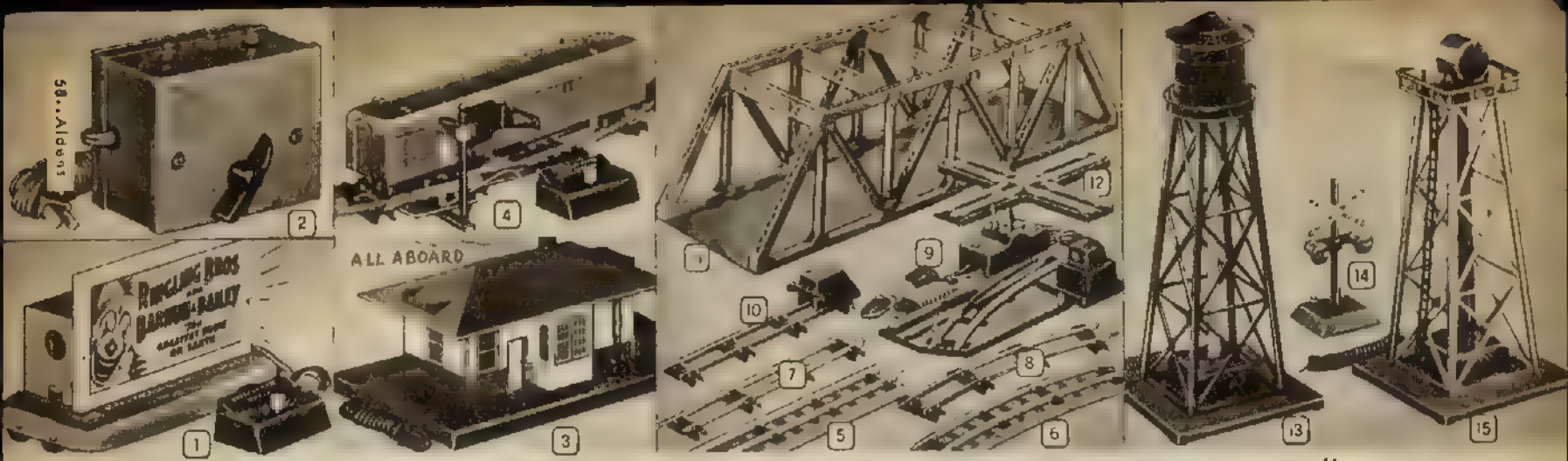
352 Y 5102—Ship wt 1 lb. 14 oz. 2.98

'Gurglee' in shirt, Blue organdy dress, bonnet, rustic pants, socks, shoes. Has her own sponge bottle. 352 Y 5103—Ship wt 2 lb. 5 oz. 3.98

Playing Santa? See more gift news in Aldens Fall Catalog!

Horsman Softee
She sits alone, flutters her eyes,
turns her head, cries "mama"!
3.98

MAR
12.95
19.95
9.69
7.95
5.79
Marx Electrics
die-cast engines and cars
remote control
uncoupling units



GILBERT TRAIN ACCESSORIES—Low cost ways to make your trains more exciting, more real!

1. WHISTLING BILL BOARD—long blasts, sharp toots, all signals in code book—by remote control. Sturdy metal. Concealed mechanism. Illuminated. 4x7½ x4-in.
35Y7701—Postpaid. **5.95**

2. 100W-60V AC TRANSFORMER—built-in automatic thermostatic circuit breaker. 3 binding posts. Steel, gray enameled. U L approved. 6-ft. cord
35Y7700E—Postpaid **8.95**

3. TALKING STATION—electric audio announcer produces station sounds—steam, piston chug, train announcements, etc. Automatically stops starts train. Metal, 6x12x8 in.
35 Y 7702E—Ppd.. **16.95**

4. MAIL PICK-UP, discharge car. Metal arm picks up 1 mail bag while another is thrown out—all by remote control. Track section, control box incl. 10¾-in.
35 Y 7708—Ppd.. **5.95**

5. 6. RUBBER ROADBED—non-slip, molded rubber roadbed hushes train-noise. No need to affix track—sections fit into place. 10-in. sections. Postpaid.
35Y7713—3 Str. 90c
35Y7714—3 Curv. **90c**

7. 8. EXTRA TRACK—heavy gauge steel. 2 running rails and ties perfectly insulated. 10-inch sections. Order now!
Postpaid.
35Y7707 4 Str. **1.00**
35Y7708 4 Curv. 1.00

9. REMOTE CONTROL—electric pair switches with red and green position lights that stay on when train is not running. Control box, 2 switch control levers. Steel and plastic construction.
Postpaid.
35 Y 7710... Pair **12.95**

MANUAL PAIR SWITCHES (Not illustrated) Similar to switches above but operated by hand. No lights.
35 Y 7709 Postpaid **6.95**

10 BUMPER—for dead-end sidings. Recoil spring, warning light. 10-inch track section included.
35 Y 7712 —Postpaid **1.25**

11. GIRDER BRIDGE—steel construction, aluminum painted. Perfectly detailed. Slips under straight track. 28x8½x7½.
35 Y 7715E. Wt. 6 lb. **6.98**

12. RAILROAD CROSSING—2 intersecting 10-in. steel tracks. Plastic base.
35 Y 7711—Postpaid **1.95**

13. WATER TOWER—water in center pipe appears to flow into tank. Steel, plastic. 12½-in. high.
35Y7706—Postpaid. **4.95**

14 HIGHWAY FLASHER—red light signals on and off automatically. Strong steel. 4½-in. high.
35Y7704—Postpaid. **2.95**

15. AIRCRAFT BEACON—revolves automatically. Red, green lights. Steel construction. 12-in. high.
35Y7703—Postpaid **2.95**

FAMOUS GILBERT ELECTRIC TRAINS—no finer gift for any "boy" 6 to 60! Postpaid

21-PC. FREIGHT WITH HEADLIGHT 15.95

16 It's great fun to send this real-etic train roaring down the track, its brilliant headlight beaming the way. Beautifully detailed 38½-inch replica is ¾-inch scale model of modern Atlantic freight. Impressive 4-4-2 wheel locomotive is die cast steel, has removable boiler for changing headlamp. Pressed steel tender with realistic coal pile. Hopper car, box car and caboose of plastic with metal chassis. 12 sections of curved steel track form 120-in. circle. Complete with track terminal, 25-watt transformer, uncoupler and illustrated train booklet. Makes a fine Xmas gift. Order on credit—details page 115.
35 Y 7767E—Postpaid .21 piece set 15.95

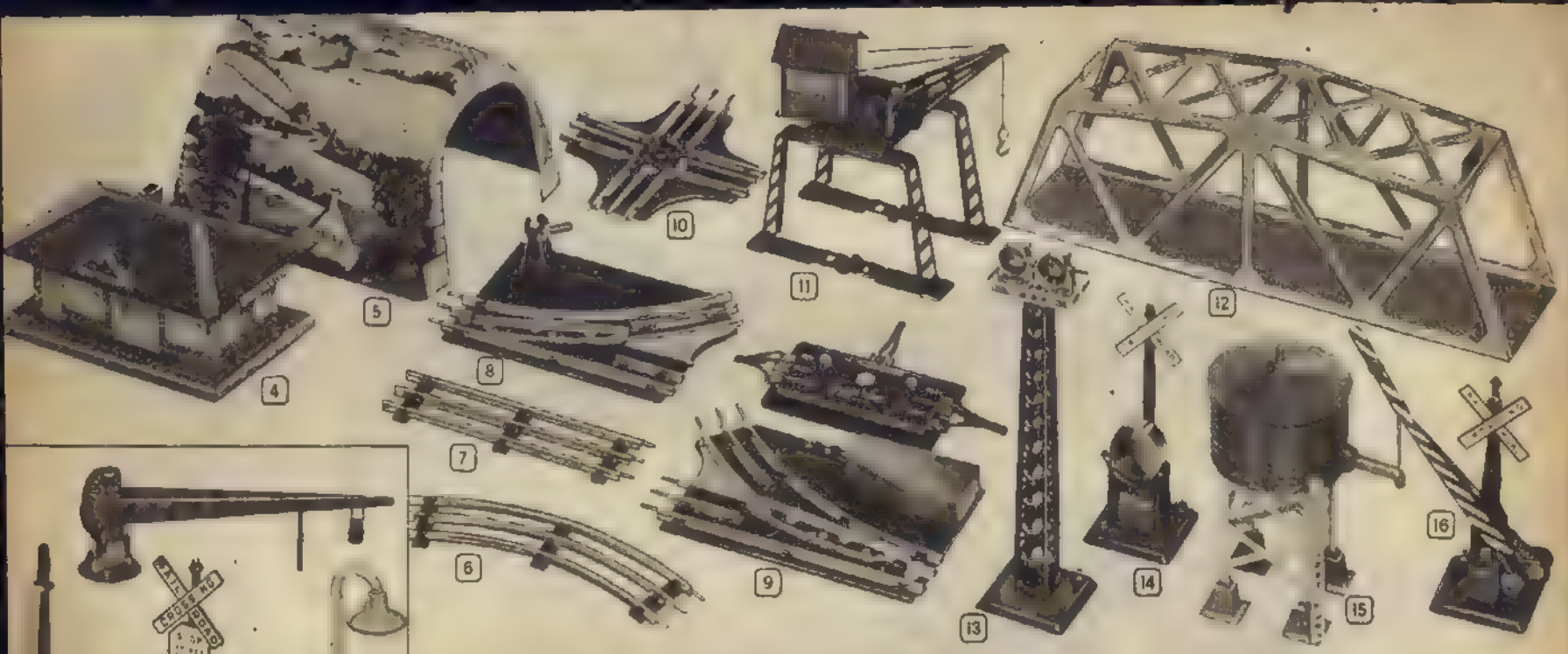
FREIGHT WITH SMOKE, "CHOO-CHOO"! 29.95

17 23-pc. electric freight—so exciting to operate! Run it fast, slow, forward, backwards—even uncouple the cars by remote control! Puffs of real smoke (harmless cartridges) and volume of "choo-choo" vary as train changes its speed. Realistically detailed, accurate ¾-inch scale model of Pacific Freight—40½-in. overall. Includes 4-6-2 die-cast steel locomotive, pressed steel tender, hopper car, box car and caboose. 12 sections of curved, 2 sections of straight steel track form 140-in oval. With track terminal, 75-watt transformer, uncoupler, booklet. Use Aldens convenient credit plan—see page 115.
35 Y 7791E— Postpaid 23-piece set 29.95

NEW 56-PIECE CIRCUS TRAIN SET 27.95

18. Really terrific—nothing like it ever before! Brilliantly enameled, accurately-scaled 47½-in. long train PLUS 27-pc. circus outfit. Bright red and yellow train includes 4-6-2 streamlined die-cast steel torpedo locomotive and tender, 2 die-cast steel flat cars with plastic animal cages and tractors, illuminated pullman car, 12 sections of curved, 2 sections of straight steel track form 140-inch oval. With track terminal, uncoupler, 25-watt transformer, illustrated train booklet. Heavy cardboard circus outfit includes big tent, 3 rings, side shows, etc. Easy to assemble. A perfect Xmas gift for Junior!
35 Y 7790E— Postpaid 56 piece set 27.95

Transformers included with these trains are safe and reliable—approved by Underwriters' Lab. Inc. Use on 110-120 volt AC only.



MARX TRAIN ACCESSORIES—exciting low cost needs for Jr. railroaders!

4-PC. RAILROAD SIGNAL SET 1.39

SHOWN ABOVE. Make your electric or mechanical train layout more realistic! 4 pieces include: Red railroad crossing sign, Yellow semaphore, Red crossing gate with lantern, and Red signal tower. Sturdy plastic construction—average size about 7 inches high.
35 Y 7766—Ship. wt. 14 oz. 1.39

4. WHISTLING STATION. Press a button, train whistles! Lighted 9x5 ½x5-in. lithographed. Steel panel, connectors.
35 Y 7763—Ship. wt. 2 lb. 8 oz. . . . **3.98**

5. COLLAPSIBLE TUNNEL. For electric or mechanical train outfits. All metal, lithographed to resemble rolling countryside. 10¾x9x7 in. overall. Comes in 2 pieces.
35 Y 7753—Ship. wt. 1 lb. 5 oz. **89c**

6-7. TRACK. Electric 3-rail standard gauge.
6) 35Y7752—4 Curved (10 ½-in.) 72c
7) 35Y7751—4 straight (6⅜ in.) . . . **72c**
Ship. wt., each set of 4, 12 oz.

8. MANUAL SWITCHES. For 3-rail standard electric track. Left and right-hand switches. Realistic Red and Green signal lights.
35 Y 7755—Ship. wt. 1 lb. 13 oz. Pair **2.95**

9. REMOTE CONTROL SWITCHES. Fit standard 3-rail electric track. Left and right-hand switches. 4-button control panel.
35 Y 7754—Wt. 2 lb. 10 oz. Pair **6.79**

10. ELECTRIC CROSSOVER TRACK. 3-rail standard gauge. Make exciting, intricate train layouts. 7 ½ in. across each way.
35 Y 7750—Shipping wt. 11 oz. **87c**

11. ELECTRIC DERRICK LOADER. Straddles track—derrick swings in any direction to load and unload cars. Bright-finished steel. 7 ½x7 ½ in. With track connector.
35 Y 7757—Ship. wt. 1 lb. 8 oz. **1.49**

12. TRESTLE BRIDGE. Use with electric or mechanical train layouts. Colorful satin-finished sturdy steel, 18x5x6 ¼ in. size.
35 Y 7736—Ship. wt. 1 lb. 8 oz. **1.39**

13. ELECTRIC FLOODLIGHT TOWER. Red and Green lights on metal tower adjust in any direction. Bulbs, connector.
35 Y 7761—11 ¼ in. high. Wt. 14 oz. **1.45**

14. ELECTRIC CROSSING SIGNAL. Bell rings as train approaches, stops when passed. Metal. 7 ½ in. high. With connector.
35 Y 7759—Ship. wt. 14 oz. **1.89**

15. WATER TOWER. For any electric or mechanical layout. Red and White tank with Yellow ladder. 8 ½ in. high. Plastic.
35 Y 7730—Ship. wt. 14 oz. **1.49**

16. ELECTRIC CROSSING GATE. 9-in. arm lowers as train nears, raises again when train has passed. Metal with Red glass reflector. 7 ½ in. high. With connector.
35 Y 7764—Ship. wt. 14 oz. **1.87**

Magnus *Electric organ!*

Looks, plays, sounds like expensive adult model!

- **2 full chromatic octaves—15 white, 10 black keys—large enough to play easily**
- **Magnus reeds respond to slightest touch sustain notes with full-bodied tone**
- **Lightweight plastic body easy to carry**

~~18.75~~ reduced to **16.95**

Gift of a youngster's dreams. An electric organ that sounds like real that can be played with little practice! It's an unusual gift having a practical as well as a pleasure giving side. Children will love learning music while going about their playtime. Keyboard consists of 25 piano keys 15 white 10 black giving a range of 2 octaves chromatically tuned. Extremely sensitive Magnus Organ Reed even sustain notes and reproduce their rich vibrant melody. Brown plastic cabinet. Instruction and song guide. Operates on 110-115V A.C. current. Just plug in and ready to play. 11¼in. wide 5⅝ inches high. They'll be enjoying this fine instrument long after the holidays have past.
35 Y 7549R Postpaid

Merry music-makers—priced gift-low!

1 MAGNUS 18 ACCORDION Plastic accordion plays 8 chords 1 octave 1 key C. Ivory like plastic keys. Bellows are pyroxylin coated fabric. Mahogany finish plastic ends. Music instructions. Closed 7¼x3¼in. open 8in. 35 Y 7546 Shipping weight 12 ounces **1.49**

2 MAGNUS DELUXE plays 5 octaves! Plastic Pyroxylin coated fabric bellows for right chords & sparkling mahogany Key C 21 ivory-like button keys. 9 buttons create left chords. Closed 5¼x8¼in. opens 9in. wide 35 Y 7546 Shpg wt 1 lb 10 oz **8.75**

3 CONCERTINA Bright plastic. Plays 2½ octaves in Key C. 6 right hand keys. 12 sturdy reeds. Left hand bass key actuates 6 notes of accompaniment. 9-fold pyroxylin coated fabric bellows open out in. Closed 5¼in. Songs instruction chart inc. 35 Y 7550 **2.79** Shpg wt 1 lb 2 oz

4 MAGNUS CHROMATIC harmonica. Silver plated covers. 2 full chromatic octaves. 40 reeds. Key of C. 6½in. 35 Y 7544 Shpg wt 1 oz **2.98**

5 INDIAN CHIEF sturdy plastic harmonica by Magnus. Perfect for tiny tots! 20 plastic reeds. 4¼in. long. 35 Y 7509 Shpg wt 4 oz **49c**

6 "SUPER SCOUT" by Magnus! Aero-dynamic tone chamber. 20 reeds. Key of C. 4 in. long. 35 Y 7548 Shpg wt 4 oz **69c**

7 MAGNUS KEYMONICA new! 32 button keys. 20 piano keys. Key of C. 7¾in. long. 35 Y 7543 Shpg wt 8 oz **89c**

PEDAL CARS — like real speedsters

Jumbo models whiz on swift rubber tires!

1 DE LUXE DUMP TRUCK with exciting two-fold action besides being a swift rider this thriller actually dumps loads. Pull easy operating lever and dump body rises up, pouring sand, dirt where desired. Heavy 20-gauge pressed-steel body steel in flooring. Red enamel. Large metal caps, painted radiator, headlights. Liberal tires on 9½-in. double disc ball bearing wheels. Adjustable pedal lever drive. Size 45x18x16½-in. Shpd. from Chicago, Ill.
35 Y 5448R Ship. wt. 47 lb. **18.95**

2. ALDENS ECONOMY AUTO won't dent your Christmas budget! All steel model in brilliant Green finish. White trim. Adjustable pedal gear. 8-in. double disk wheels with Hercules bearing and ⅝-in. rubber tires. 3-in. long. Ship. from Chicago.
35 Y 5428R Shipping weight 34 lbs. **10.95**

3. FIRE PATROL CAR—and what a beauty! He'll race a long to pretend-fires with chained fire bell clanging like a real fire chief's! Fireman Red steel body, White trim. Adjustable pedal gear 8-in. double-disk Hercules bearing wheels, ⅝-in. solid rubber tires. 35-in. long. Shpd. frt. or exp. from Chicago.
35 Y 5413R ~ Ship. weight 28 lb. **11.95**

4 DELUXE FIRE ENGINE A thrilling gift for 2 boys—when a budget saver! Equipped with real bell to clang, red wooden ladders, 3-in. rubber tires on ball bearing double disc wheels. Chromed hub caps. Steel body. Red enamel finish. 41-in. long. Shpd. frt. or exp. from Chicago.
35 Y 4498R Ship. wt. 42 lb. **16.95**

1 Dump truck
18.95

2 Third car
10.95

3 Fire patrol car
11.95

4 Big enough for 2
with removable ladders
real bell that clangs!
16.95

Sturdy steel delivery cycle

- Chrysler oilite bearings in 10-in. rear wheels
- 1⅛-in. rubber tires

12.95 up

Brand new! A Red delivery cycle for young go-getters! Long-lasting Nylon bearings in wire-spoked 16-in. pedal wheel. Rear wheels 10 in. artillery with Chrysler Oilite bearings. 1⅛ in. rubber tires. 2 in. head, way ad justable ¾ in. tubular-plated handle bar. Big k padded saddle with springs. Red frame. White head. Red striped White fender and wheels. Del very bar 4x12x21 in. 12 95
35 Y 5484P 12 in. Shipping we ght 33 lb 14 95
35 Y 5486R 16 in. Ship we ght 36 lb

SAFE! Chain drive bike with tricycle balance!

- Removable 5" wheels
- Adjustable handle bar
- Jr. size 12-in. wheels

12.95

New! Junior bike with tricycle balance! It adjusts as his ability to ride grows! Removable 5 in. wheels on steel arms for balance when he's learning. Jr. size 12 in. wheels to steady him when he "solos"! 14-in. frame. Wire-spoke cycle wheels barrel hubs. ¼-in. adjustable handlebar Bicycle roller chain and sprocket chain guard. He'll enjoy a smoother ride won't get hard to remove grease spots on his clothes. Frame is flashing Red. Trim wheels are White. 39x25 in. overall. Mailable
35 Y 5482E - Ship. wt. 28 lb. 12 95

AT RIGHT—Aldens Jr. speedsters—steel tubular frames, spoked wheels, rubber tires

BEGINNERS' BUY! 3.79

1. An Aldens value in year round fun for tots! ¾-in. tubing safety built single bar type with embossed non-skid step plate. Pedal wheel assembled in fork. Double disc 8-in. pedal wheel. 5-in. rear wheels 1-pc. rubber pedals. ½-in. rubber tires. Shiny red frame with ivory handle bar and wheels. Streamlined stamped handle bar with rubber grips and large metal saddle. Mail Credit details, page 115.
35 Y 5431E—Ship. wt. 9 lb. 3 79

SIREN! GONG! REFLECTOR! 12.95 up

2. Fire Chief PAL—Wonderful buy in 3 sizes, all adjustable. Ball bearing front wheel, 1-in. rubber tires. 1¼-in. steel tubing with 2-in. steel tubing head. Handle bar shaped of ⅝-in. welded tubular steel. Adjustable. Unusually large bucket type pressed steel saddle which is also adjustable. Red backbone, fork, step plate and hand rails. White head and striping. Complete with siren, gong bell, ruby reflector for clearing make-believe traffic. Mailable
35 Y 5438E—10-in. Ship. wt. 20 lb. . .12 95
35 Y 5439E—13-in. Ship. wt. 22 lb. . .13 95
35 Y 5440E—16-in. Ship. wt. 24 lb. . .14 95

ECONOMY TRICYCLE 4.79

3. Aldens amazingly thrifty year round bargain buy! Safety-built single bar type, stamped embossed easy on-and-off no-skid step plate. ⅞-inch steel tubing frame, moulded metal saddle. 1-piece rubber pedals. ⅝-inch rubber tires. 10 inch front, 7 inch rear wire spoke wheels. Solid ⅝ inch handle bar, rubber grips. Chrome plated bell. New clip-on fork assembly—so simple to set it up. Fire-engine Red with Ivory spokes, handle bar and head. For hours of fun and exercise. Mailable
35Y5499E-10-in. Ship. wt. 10 lb. . 4 79

THRIFT TRICYCLES 5.79 up

4. Corner-cutters for your children and your budget! 1¼-inch steel tubing, 1½-inch head. Embossed no-skid step plate. Nylon bearing pedal wheel, wire-spoke wheels. ⅝-inch rubber tires. 1-piece rubber pedals. Solid ½-inch adjustable handle bar, rubber grips. With chrome plated bell. Adjustable moulded Black metal saddle. Fire-engine Red with White wheels and trim. An Aldens value buy. Mailable
35Y5487E-10-in. Ship. wt. 16 lb. 5 79
35Y5488E-12-in. Ship. wt. 18 lb. 6 79
35Y5489E-16-in. Ship. wt. 22 lb. 7 79

BETTER TRICYCLES 7.39 up

5. Sleekly styled for rough 'n tumble wear with these PLUS features! Superior arched frame over step plate for extra strength, extra balance. Stronger 2-inch head, slightly larger size 1-inch tires. ¾-inch adjustable tubular handle bar, rubber grips, splash-catching fender. Shiny Deep Blue with White handle bar, head and wire-spoked wheels. All Mailable
35Y5475E—10-in. Ship. wt. 19 lb. . 7.39
35Y5476E—12-in. Ship. wt. 22 lb. 8.39
35Y5477E—16-in. Ship. wt. 25 lb. 9.39
35Y5478E-20-in. Ship. wt. 30 lb. 10.39

CHINESE RED DELUXE PAL 14.95 up

6. Finest kiddie-cruisers in Chinese Red with White trim. Handle bar stem and truss rod are chromium plated! Ball bearing front and rear wheels, riveted spokes, chrome plated hub caps. Semi-pneumatic, puncture-proof 1¾-in. rubber tires. PAL saddle, extra large lacquered Maroon rubber top, rear coil springs. Adjustable. 1¼-in. steel tube frame, 2¼-in. steel tubing head. ¾ in. handle bar 12-in. and 16-in. Mailable
35 Y 5435E—12-in. Ship. wt. 26 lb. . 14 95
35 Y 5436E—16-in. Ship. wt. 30 lb. . 16.95
35 Y 5437R—20-in. . 18 95
Ship. wt. 37 lb. See note below

Note: Shipped freight or express from Chicago, Ill.

2 Famous Action Novelties

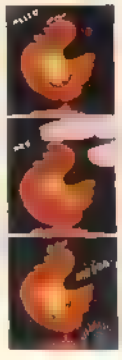
The original unsurpassably designed chicken, BUSY BIDDY, in a variety of festive 2-color effects and in a gay new 4-color "full view" package!

Perky GOOSY LUCY with her big bow tie, hand painted beak and saucy black eyes—in gleaming yellow and red (or ivory and red), also all dressed up in a gorgeous 4-color "full view" package.

Each plastic masterpiece lays 5 eggs and flaps its wings. Each is small enough to fit in the palm of the hand—cute enough to adorn the smartest knick-knack shelf.

These are the original patented items by the LICENSED MANUFACTURERS.

YOU BUY SAFELY—YOU BUY SMARTLY—YOU BUY MERCHANDISE THAT SELLS WHEN YOU BUY THE GENUINE!



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PLAYTIME PRODUCTIONS, INC. 174 West Jackson Blvd., Chicago 4, Illinois

3 GREAT NOVELTIES in a Gorgeous Package!

No. 3034

PRICE 98c RETAIL

Regular Trade Discounts
2 Doz. to Shipping Ctn.
Approx. shipping wt. 10 lbs.
F.O.B. Chicago

Famous Busy Biddy in gay orange Goosy Lucy in her attractive ensemble and Busy's twin sister, Lazy Daisy, in rich two color effect—little masterpieces of glittering plastic—all in the most colorful, SUPERB package ever created!

THE CONTENTS: Each lays five eggs consecutively and flaps their wings when pressed down! Each is tiny enough to fit in the palm of the hand, the pocket, or grace the knickknack shelf! Each is a world of fun for daughter, son, father, mother, grandmother, grandfather, and the whole family tree!

THE PACKAGE The container is a unique creation in itself. Exquisite in blithe pastel colors, it is illustrated and diecut to show a group of tinted eggs from which Busy Biddy and friends are breaking through. The back and sides of the box have smart drawings and EGG-citing phrases. Even the instructions are fascinatingly designed!

THE RESULT The Biggest, the Best and Most Beautiful Novelty item offered anywhere. And at a price that meets no economy resistance, and just encourages *quick impulse buying!*

Exclusively Manufactured and Distributed by

PLAYTIME PRODUCTIONS, INC.

©Playtime Productions, Inc. Pat. No. 2,479,488 Design Pat. 155,086

Manufacturers of original Busy Biddy

174 W. Jackson Blvd., Chicago 4, Illinois

Plush pony he can really ride!

• Steers in any direction turns left, right, round in circle **8.98**

Now! "Mike," all time favorite horse has new steering gear with ding a ling bell more fun than ever to ride! Comes all saddled and bridled ready to be led or ridden away! Glossy Black and White rayon plush coat padded with cotton and excelsior, husky metal frame body. Sturdy double-ring wheels rubber tires, hub caps for legs—he'll carry 100 pounds. Imitation leather saddle, bridle, play stirrups. 21x26x23 in. high, 14 in. from saddle to floor.
35 Y 5456E Shipping weight 10 lb. Mailable 8.98
NO STEERING GEAR. Same pony as above.
35 Y 5455E Shipping weight 9 lb. Mailable. 7.49

New! Plush pony - - rocks 'n' rolls!

It's a rocking horse, a roll pony! Wheels raise or lower with lever **12.95**

The newest rider toy is "Blackie"—gaily-harnessed little Rock-N-Roll pony with a thrill for both your cowboys! Your oldest can actually ride him when you lower the wheels. Raise wheels your youngest will rock gently, safely on aluminum rockers with no scratch tips. Velvety Black rayon plush coat cotton and excelsior stuffed body. All metal frame, iron wheels. Simulated leather saddle, bridle, felt saddle blanket, play stirrups—no real cowboy owns a better equipped horse. 30x11x26 in. high, 16 in. from saddle to rockers. Ship. freight or express from Chicago.
35 Y 5464R—Shipping weight 14 pounds 2.95

Sturdy mounts to rock 'n' ride—safety-built, Aldens-thrifty!

ROLLIN' HORSE 1.98

9. Lively lithographed wood pony has strong, rounded-edge back, enameled steel wheels. Gives gentlest ride imaginable! Tan switches reins, bridle. 20x8x16-in. high.
35Y9454 Wt. 5 lb. 2 oz. 1.98

ROCKING HORSE 3.98

10. 2-toned bell rings while horse rocks! Made of Ponderosa pine. Yellow rockers have Black stenciled sleigh. White-Green-Red body. 26x8¾x17½ inches high. Mailable.
35Y5437E Wt. 9 lb. 3.98

SHOOFLY 4.49

11. Safe as baby's crib—there's both strap and bar to shield! White plywood rocker outlines Black pony with Red harness. Red seat. 24x20x12½ inches.
Shipped from Chicago.
35YS430R—Wt. 8 lb. 4.49

CHIMING HOBBY HORSE 1.39

12. Prances on his wheels, bells on his reins—spirited wood hobby horse makes music wherever he rides. Gaily-lithographed head on riding stick. Extra strong steel wheels, molded gongs. 28x6x6¾ in. high.
35 Y 5452 -Ship. wt. 2 lb. 10 oz. Mail 1.39

BABY'S PONY ROCKER 1.98

13. Wooden colt rocks on 20-in. long tummy baby is just 4-in. from floor when he rides. Smooth sanded 7½ in. wide seat. Built up back rest, horn, handles. Blue-Red-Black-White. 12 in. high overall. Mail.
35 Y 5453—Ship. wt. 4 lb. 2 oz. 1.98

5.89
3.69
3.59
1.79
1.94
1.87
4.59
2.79
97c
97c
94c
2.49
94c
94c
97c

Floor Toys!

His favorite truck—gifts in steel and plastic! For big thrills the year 'round at Aldens little prices!

- Siren wails! Bells clang-clang!
- Jr. can ride it, steer it, too! **5.89**

1 RIDE EM FIRE TRUCK for Jr. fire-fighters! Seat's mounted on self's easy to whiz-zer along! Heavy gauge steel with siren, bell, 2 interlocking extension ladders 19¾ in. high. Fiery red baked enamel finish, rubber tires. Matlable.
35 Y 5335R—31⅜x7¼x13½ in. high. Ship. wt. 15 lb. 5.89

MARX DUMP TRUCK 1.94

4. Lever lifts body, empties "road building material" out back slot. Front-end bulldozer raises, lowers. Of strong steel with Blue, Red baked on enamel finish. Cab and body attached. Size about 20½x7½x6¼ inches.
35 Y 5334E 1.94
Shipping weight 6 pounds.

FIRE ENGINE 2.79

5. Red plastic with light siren, 2 side and 1 aerial ladder (extends 9-2l in.) Clockspring motor, rubber tires, adjust. front wheels. 1 volt flashlight battery included. 14x4x3¾ in.
352Y5341-Wt 2lb. 6oz. 2.79
SET. Engine, chief car right
352Y5342 Wt 3lb 12 oz 4.59

MARX EXCAVATOR 3.69

2. Revolving steel shovel, platform-type truck in 2 parts- use separately! Bright baked-on enamel finish. Detachable loading ramp. Bottom is raised, lowered by crank. 20½ in. long.
35 Y 5330E -Wt 8 lb. 3.69

CHIEF'S CAR 1.87

6. Siren wails. Red light flashes! Litho'd Red steel. Rubber tires, clockspring motor. Light uses 1 volt flashlight battery, (included) 11⅛x4¼x3¾ inches high.
352 Y 5340—Wt. 2 lb. 1.87
SET- Car above, truck #5
352 Y 5342 Set 4.59
Shipping wt. 3 lb. 12 oz.

2-IN-1 TRUCK 3.59

3 Twice the fun with this 2-in-1 gift—famous Hubley flat-bottom metal cargo truck; add logs—it's a favorite-toy lumber truck! 14 tires, logs, chains incl. 2-tire trailer support 17½ in.
35 Y 5336E—Wt. 7 lb. 3.59

MARX TRANSPORT 1.79

7 2-in-1 toy! Gay Red steel auto transport with detachable 8 wheel trailer in Blue. Hauls 2 plastic '50 sedans. 2 rails serve as loading ramp. Overall 22½ in. 4¾ x6⅜ in. high to car-tops. Order now for Christmas!
352 Y 5339 . . . . 1.79
Shipping wt. 3 lb. 12 oz.

AT RIGHT—Santa specials—floor toys all priced under a dollar! Sturdy! Colorful!

BIG-BUY TOW TRUCK 94c

8. Sturdy metal with vivid Red painted-on surface. Nickel spotlight, cord tow chain. Rubber wheels. 9¾-in. long.
352 Y 5307—Ship. wt. 1 lb. 10 oz. 94c
3-PC. SET. Tow truck above, fire engine #9, and lumber truck #10 right
352 Y 5309—Ship. wt. 4 lb. 2 oz. 2.49

BARGAIN FIRE TRUCK 94c

9. Bright Red metal with shiny aluminum trim. Has 3 adjustable nickel ladders, revolving turret, 2 nickel axes, spotlight. Rubber wheels. 10½ in. long.
352 Y 5306—Ship. wt. 1 lb. 10 oz. 94c
SET. Truck above plus #8, #10 trucks
352 Y 5309—Ship. wt. 4 lb. 2 oz. 2.49

LIKE-REAL LUMBER TRUCK 94c

10 Red metal chassis, Black body with bright nickel trim. 12 removable lumber planks. Double rear and single front rubber tires. 9½ in. long.
352 Y 5308—Ship. wt. 1 lb. 10 oz. 94c
SET. Truck above plus #8, #9 trucks.
352 Y 5309—Ship. wt. 4 lb. 2 oz. 2.49

BIG-VALUE GAS TRUCK 97c

11. For "gas" and "oil" deliveries. Steel with Red and Blue baked enamel finish. Hauler powered by long-running spiral spring motor. Detachable tank trailer. Dummy headlights, grill and bumper. 14½x3x3¼ inches high.
352 Y 5303—Ship. wt. 1 lb. 8 oz. 97c

THRIFTY AUTO TRANSPORT 97c

12. Hauls 2 plastic sedans on tilt-for loading platforms. Tin-plated hood strip, dummy lights, grill. Enameled finish is bright, colorful! Long-running spiral-spring wound motor. 10 ⅝x2½x 4½ inches high to top of cars.
352 Y 5355—Ship. wt. 1 lb. 6 oz. 97c

STREAMLINED VAN TRAILER 97c

13 For the cartage business. Steel hauler and trailer finished in colorful baked enamel. Long-running spiral spring motor. Hauler has radiator, dummy headlights, grill, bumper. Detachable trailer 13⅜x3x4⅜ in. high.
352 Y 5304 -Ship. wt. 1 lb. 14 oz. 97c

SHOWN BELOW—Built-to-scale models of "Bell", "Coke" "Greyhound" vehicles!

BELL TELEPHONE TRUCK 1.29

14. Equipped to repair the telephone troubles in "Make-Believe Land"! Olive Green enameled metal, aluminum trim. Red trailer carries telephone pole. Nickel winch and boom pick up pole and haul it into place. Digging tools, too. Scratch-resistant rubber wheels. Truck about 10½ in. long, plus trailer.
352 Y 5310—Ship. wt. 2 lb. 2 oz. 1.29

COCA-COLA TRUCK 1.29

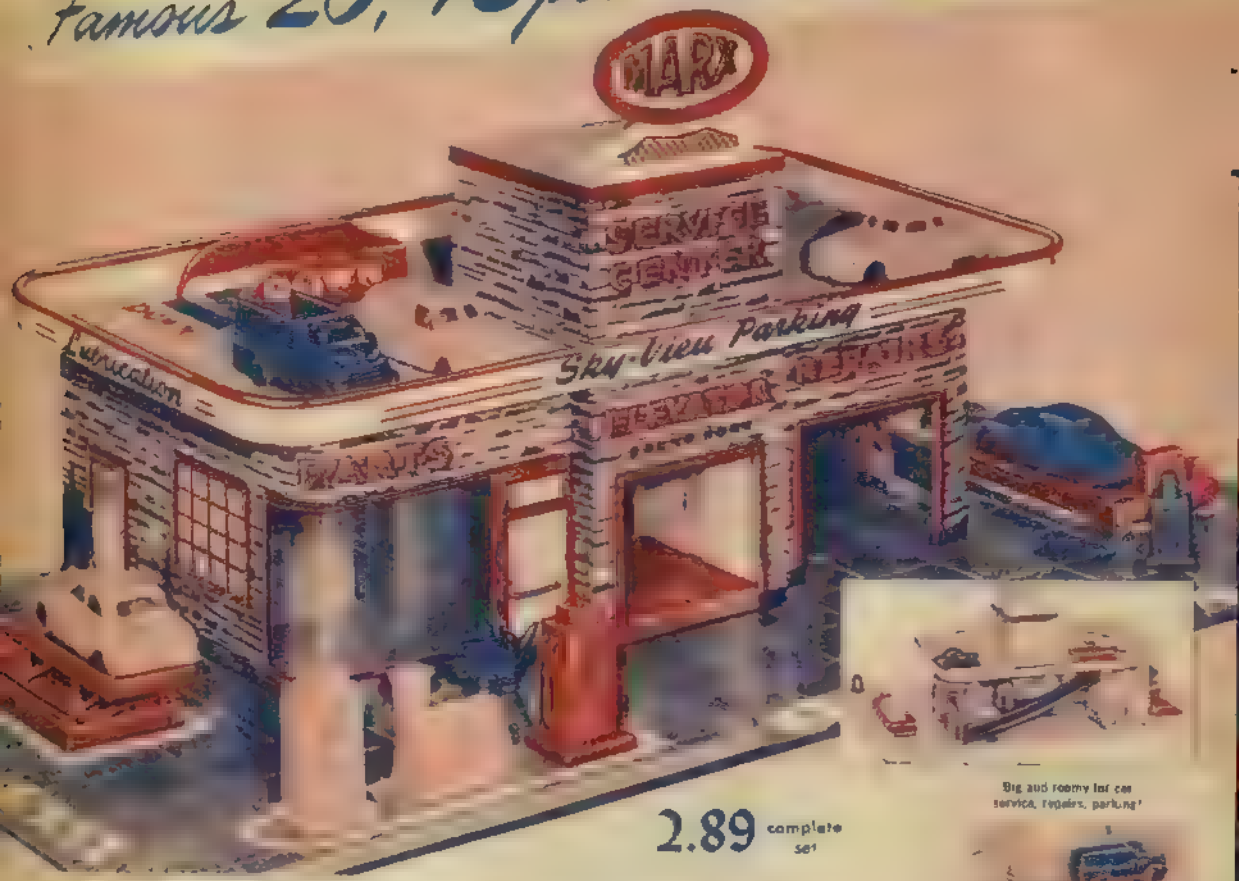
15 Ready to supply all Coca-Cola 'dealers." Constructed of sturdy plastic in Yellow. Red Coca-Cola markings on sides, top and rear. Shelves hold 6 miniature Coca-Cola cases. Bottles are authentically designed, molded, colored. Rubber tires on closed-type truck body. Size about 11x4⅜x3½ inches.
352 Y 5350—Ship. wt. 1 lb. 2 oz. 1.29

FAMOUS GREYHOUND BUS 2.98

16. Just like its big brothers on the road! Constructed of Blue and White heavy gauge steel with gleaming nickel trim. Hinged rear door gives easy access to the interior. Long running heavy clock spring motor powers this big bus 18½ inches long. Order all the toys he wants on credit -see page 115.
352 Y 5313 -Ship. wt. 3 lb. 9 oz. 2.98

Keys included with Aldens wind-up toys—No. 6, 7, 11, 12, 13, and 16.

Famous 20, 48 pc. Marx Sets!



2.89 complete set

Big and roomy for car service, repairs, parking!

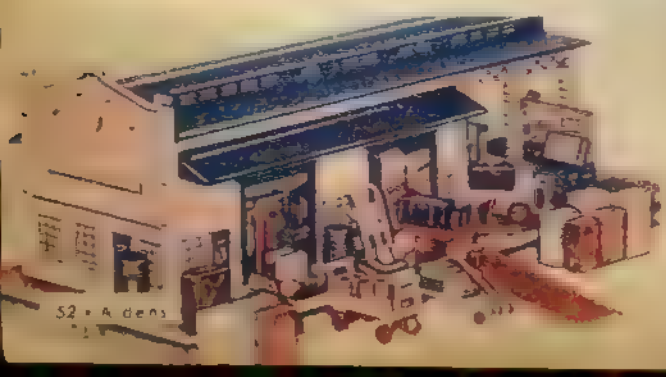
Elevator carries car all the way for close inspection

Move cars up metal ramp to overhead parking area

Fully equipped service station for repairing playtime cars, trucks

- Big realistic all-steel Service Station
- 19 sturdy plastic pieces look like real
- Hand elevator moves cars almost magically
- Metal ramp to parking area really lifts!
- Oil rack elevates cars for close up inspection
- No tools needed for speedy assembling

Children can have cars serviced at this famous Marx modern deluxe Super Service filling station! [illegible] have very lifelike hours of happy playtime [illegible] the tools and equipment in durable plastic for repairing and servicing playtime cars and trucks. Metal ramp runs up to the top of outdoor parking space on the roof of the house. The manually operated elevator works to move cars to and from parking area. See what you get in this marvel-set by Marx! 5 assorted plastic [illegible] fill 'em up" at the 2 gas pumps, "check the oil, grease and park. "1 plastic jack so that tires can be lifted with the air pump. 1 grease pump and 1 grease rack with 1 oil can rack for "1 000 mile checks." For wash jobs, there is a wash rack, pail and sponge. Just like a real service station with water can and display counter, and inside, a toilet and washstand for restroom. There is amusement for several children, or one, in this remarkable Aldens value-buy! One youngster can pretend to check oil, sell gas, pump tires and another take charge of greasing. One can be the "parking attendant." Steel base 26¼x14¾-inches. House is 17½x10½x11-inches to top of sign [illegible] Ship. wt. 6 pounds. Station comes boxed, easily assembled . . . . . Set 2.89



48-piece Truck Terminal

4.77

An authentic trucking terminal for energetic little real estate. Terminal includes large loading platform, offices, storage area. Constructed of sturdy lithographed steel with reinforced ribbed construction and individual pillars for additional strength. Metal ramp provides access to loading platform. Includes 7 assorted plastic trucks, 1 scale, 4 stationary accessories, 24 assorted empty paper cartons, 6 wooden barrels, 6 wooden blocks. Shipped knocked down. Quick and easy to assemble. 35 Y 5338E— 29x11¼x9-in. Ship. wt. 7 lb. 4.77

Stringed music makers

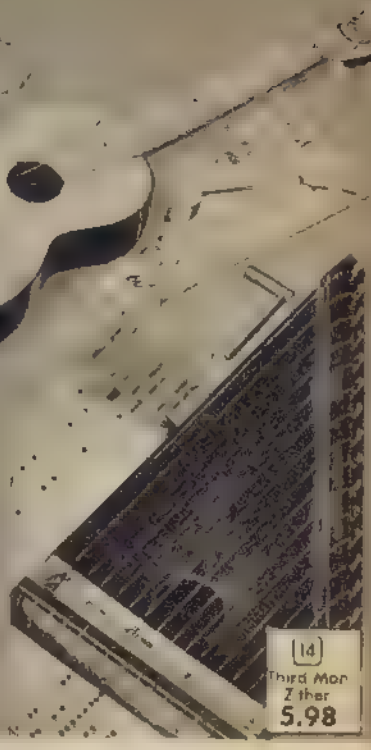
Tiny cost favorites the family will enjoy

11. UKE-A DOODLE Hawaiian miniature uke. You can pick out actual tunes! Washable plastic. Abt 13¾ x4½ in. wide.
35 Y 7508 .. **69c**
Shipping weight 12 oz.

12. COWBOY GUITAR. Turn crank, music box plays Western tune! Colored plastic. 13⅜x4½ in. Neck adj.
35 Y 7536 . **1.39**
Shipping weight 11 oz.

13. FINEST UKE Fine-toned, carefully fretted, full-sized! 20x6¾x2 in. White plastic with pick, plastic case, rules.
35Y7538 . **3.98**
Ship. wt. 1 lb. 8 oz.

14. THIRD-MAN ZITHER Junior-sized! Aldens finest gift-instrument—professional in tone, appearance! Beautiful mahogany-finished hardwood. Plays 2 full octaves on 15 strings—truly the finest by all musical standards. 10 song sheets, How-to-play manual, pick, extra strings, tuning key incl.
35 Y 7537—Size 16½x7⅛x1⅞ in. Ship. wt. 2 lb. 7 oz... .. **5.98**



SHOWN AT LEFT: Like-real instruments kiddies adore—at Santa-saving prices!

MINIATURE "BABY" GRANDS 1.98

1. Famous Schoenhut baby grand styles thrill youngsters! Look so much more realistic than most toy pianos—play clear chime notes. All wood, in 3 sizes. Music book included. 8-KEYS numbered. 10¼x8x5½ in.
35 Y 7504 Wt. 2 lb. 12 oz... 1.98
13-KEYS of plastic, play sharps, flats. All features above. Size 12x10½x5½ in.
35 Y 7505 Ship. wt. 4 lb. 4 oz. 2.98
20-KEYS of plastic. Size 12x10½x5½ in.
35 Y 7507 Ship. wt. 3 lb. 14 oz. .3.98

"MATTELFUTURLAND" PIANO 2.69

2. A toy "grand" piano that looks like a real concert model! Note the "professional" removable hinged music rack, curved back—it's a picture of elegance. 17 keys are chromatically tuned for mellow tones—plays sharps, flats, too. Body is all plastic, may be cleaned with a damp cloth so it's a practical toy for youngsters of all ages. Bright Red with Yellow legs, trim. 11½x6½x7¾ in. music book included.
35 Y 7529 Ship. wt. 2 lb. 5 oz. 2.69

HURDY-GURDY, MONKEY 1.79

3. Monkey dances to music! Youngsters thrill to the gay music of a hurdy-gurdy and when there's a cute little monkey to dance to its tempo it's even more fun. Authentic hand organ cranks like the real thing—it's easy to turn; just the right size for little fingers. All in durable plastic, about 2½x4⅛x5½ in. high with 3¾ in. mechanical monkey on top. Order this cute music-maker today for him or for her.
35 Y 7519 Ship. wt. 1 lb. 1.79

2-OCTAVE ACCORDION 2.69

4. Not a mere toy, this super-gift accordion has real musical quality! It's easy to play and so much fun while learning! Young musicians will like the authentic-look body with its sturdy plastic ends and keys. Flexible, with reinforced bellows that open wide 7 inches. Closed size 7x9¼ in. Plays 20 true notes. Instructions included.
35 Y 7510—Ship. wt. 1 lb. 14 oz. 2.69

GENUINE SNARE DRUM 94c

5. Here comes a parade—and look who's leading it! Your own little soldier boy with his Aldens drum! One side has a parchment like head, the other a tough cloth for loud "boom-booms". Body is gaily-lithographed steel with chrome tension springs. Has neck band and 2 genuine wooden drumsticks. About 13 in. diameter, 6 in. wide.
35 Y 7515E—Ship. wt. 3 lb. .94c

SHOENHUT METALOPHONE 1.89

6. Sweet-toned, clear, accurately tuned. Lots of fun to play, and it's easy to learn. Steel tone bars set on sturdy wood frame—12 keys play a full octave and a half. Made by Schoenhut, famed manufacturer of musical toys; your guarantee of fine quality. Strong wood base, about 19x7x1¾ in. Complete with 2 wood mallets, instructions.
35 Y 7521 Ship. wt. 2 lb. 10 oz. 1.89

8-KEY XYLOPHONE 94c

7. Delightful toy for the wee ones of your family! 8-key metal xylophone is easy to play, has good tone pitch. Plays a full octave of notes, perfect for nursery-rhyme songs. Brightly colored to thrill musically-inclined tots. 2 lightweight wooden mallets included. 10x5x3½ in.
35 Y 7520 . .... .94c
Shipping weight 1 pound

FINEST BATON 2.49

8. There's no greater thrill for youngsters than being the "show" of the parade! So it's fun twirling a shiny new baton—easy too, after a little practice. Perfectly balanced smooth chrome-plated metal center, rubber ball and tip. Spiral shaft. ⅜x28 in. long. Instructions.
35 Y 7540E 2.49
Shipping weight 1 pound

"COLLEGIATE" 1.59

9. Aldens new "collegiate" model baton—perfect for school age youngsters. Ideal size too, about 24 in. long. In heavy chrome plated steel—bright and flashy! Perfectly balanced so it's easy to twirl. Has natural rubber ball tip, ⅝ in. diam. Instructions incl.
35 Y 7516E 1.59
Shipping weight 2 pounds

BEGINNERS' 79c

10. Here's twirling fun for tots 4 to 9 years. Smaller baton has shiny chromed metal shaft ⅜ in. diameter, 19½ in. long—just the right size for little hands. Bright Red rubber ball tips. Instructions too, so wee ones can learn in just a short time! Ideal Santa gift!
35 Y 7514. ..... .79c
Shipping weight 11 ounces

Electric Football, Baseball

[2] Electric football
5.49

[1] Electric baseball
5.49

[3] Jr. pool table
1.98 up

[4] Crow shoot game
1.29

[5] Fast action Basket
3.29

NEW! Portable bowling alley

[6]
3.49

CADACO-ELLIS GAMES

REAL BASKETBALL!

- BAS-KET . . . Year 'round fun for all ages . . . now more popular than ever!
- Fast action . . . Shoot the ball from any position on the Court. Regulation Conference Rules and Scoreboard.
- Indoor sport at its best, BAS-KET is a best-seller Nationwide!

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO, ILL.

Room 407 — 200 Fifth Ave.
NEW YORK

Color SELLS

MILTON BRADLEY
Finger Paint
SALES ARE BOOMING!

Ask for free window and counter displays, and free circulars, when placing your order for Milton Bradley Finger Paint.

Colorful sets include paint, paper, spatulas and instructions.

Three sizes *$1.00-$1.50-$2.00* retail.

BECOME ACQUAINTED with America's newest and favorite gift package. It's neat, complete and inexpensive. No art skill or special training is required for easy, quick, colorful results.

Milton Bradley Finger Paint is widely used in schools, hospitals, and by the public at large. Demonstrators across the country are spreading the news to the general public, and increasing the demand. People who have not already tried or heard about Finger Paint, soon will. That is why it is climbing to the top in national popularity.

Milton Bradley Finger Paint packages are as compact and attractive as a box of candy, more colorful than a bouquet of flowers.

The ideal gift for *all* ages.

ORDER *America's newest gift favorite* TODAY.

IS 710-41

MB MILTON BRADLEY

MILTON BRADLEY COMPANY

Home Office: Springfield, Massachusetts

New York Office: 200 Fifth Avenue, Room 340

Big 12-piece KEYSTONE 8mm Home Movie Outfit

Here's a wonderful lasting family gift that will bring you years of enjoyment! This big 12-piece outfit includes **everything** you need for producing and showing movies right in your own home.

1. Keystone 8mm Model R-37 Projector . . . f 1.85 coated lens. 300-watt lamp 400-ft reel Speed control 110–120-volt AC-DC. UL Approved.

2. Keystone Model K-36 8mm Movie Camera . . . f:3.5 coated Wollensak lens. 3 speeds. Interchangeable lens mount. Footage indicator.

3. Tower Table Projection Screen . . . glass beaded surface. 22x30-inch size Easel construction.

4 and 5. Two Castle Films . . . approx. 50 feet long. Our choice, 1 Abbott and Costello, and 1 Hopalong Cassidy.

6. Apak Black and White Movie Film . . . fast film for taking indoor action pictures. 25-foot roll Double 8mm size Weston 64.

7. Monfield Automatic Film Splicer. Steel construction. Two scraping blades. Spring-driven pressure plate. Automatic release.

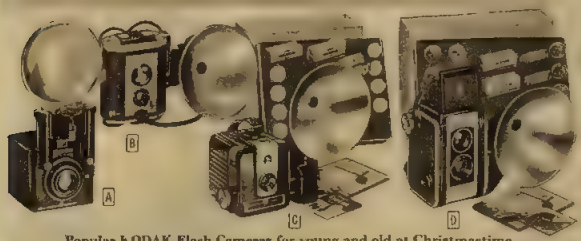
8. Tower Light Bar . . . you aim your lights as you aim your camera! Steel bar is 23½ in long Has wood handle 2 sockets with 7½-ft. cord.

9. 8mm Film Chest . . . holds twelve 200-ft. reels.

10. 8mm Movie Reel . . 200-foot film capacity.

11 and 12. Two No. 2 Reflector Bulbs . . for use with standard socket 750-watt floodlight

3 NM 8202T *Complete 12-piece Keystone Movie Outfit. Express prepaid.* (Shpg. wt 35 lbs.) You pay the same price, cash or terms $119.95



Popular KODAK Flash Cameras for young and old at Christmastime

A KODAK Brownie Flash 620. Two focusing positions . . . Takes pictures as close as 6 feet. Uses 620 film (8 pictures, 2¼x3¼ inches, to roll). **$11.75** Camera only

3 N 6194M—*Postpaid* (Shpg. wt 1 lb. 6 oz.) $11 75
3 N 6199M—Flash Unit *Postpaid* (Wt 8 oz.) 2 90
3 N 7102 -Tower 620 Film. Shpg. wt 6 oz. 3 for 93c

B KODAK Brownie Reflex. Has reflex viewfinder. Uses 127 roll film (12 pictures, 1⅝x1⅝ inches, to roll). **$10.95** Camera only

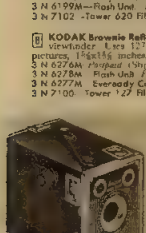
3 N 6276M *Postpaid* (Shpg. wt 1 lb.) $10 95
3 N 6278M Flash Unit *Postpaid* (Wt 8 oz.) . 4 00
3 N 6277M Eversady Case. Shpg. wt 5 oz 2 19
3 N 7100 -Tower 127 Film. Shpg wt 6 oz 3 for 78c

C KODAK Brownie Hawkeye Flash Outfit. Contains Hawkeye flash camera and detachable flash unit, flash shield, 2 rolls 620 Verichrome film (12 pictures, 2¼x2¼ inches on roll 2 flashbulbs (No 5), 2 batteries, instructions, book on photography **$12.75** Outfit

3 N 6173 *Postpaid* (Shpg wt 2 lbs.) $12 75

D KODAK Duaflex Flash Outfit. Ideal gift package! Outfit contains Duaflex II camera and flash unit, flash shield, 2 rolls 620 Verichrome film, (12 pictures to roll. 8 SM flashbulbs, neckstrap, instructions, book on photography **$19.50** Outfit

3 N 6174—*Postpaid* (Shpg wt 2 lbs) . $19 50



Easy-to-use ANSCO SHURSHOT

Popular box camera . . . ideal for the beginner or the occasional photographer. Gives you big album-sized 2¼x3¼-in. prints for 8-exposure 120 roll film. In focus from 6 feet to infinity Hinged back for fast, easy loading. Artificial leather covering **$3.95**

3 N 6137 *Postpaid* (Shpg. wt. 2 lbs) . .$3.95
3 N 7101—Tower 120 Film. Shpg. wt. 6 oz. 3 for 93c

Large-size BROWNIE TARGET

Takes big JUMBO pictures, 2¼x 4½-in. size on 616 film (8 pictures to a roll). Two waist level view-finders for horizontal or vertical pictures. In focus from 8 ft. to infinity. Tested lens with protective front glass. Instantaneous and bulb. **$6.95**

3 N 6217 – *Postpaid.* (Shpg. wt. 1 lb. 4 oz), $6 95
3 N 7104—Tower 616 Film. Shpg. wt. 6 oz. 3 for 1.17

Low-priced TOWER 120 Camera

Husky all-metal box camera that's ideal for taking pictures of family, friends, and others without fuss or bother. Just aim, snap it, and you've got picture! Takes 8 shots, 2¼x3¼-inch size, on 120 roll Everything's in focus from 6 feet to infinity. Highly po Sears lab-approved lens takes sharp, clear pictures. I taneous and bulb exposure settings. An ideal Christm for the beginning photographer.

3 N 6127—Shipping weight 1 pound 3 ounces . . . . . .

Large 116-size SPARTUS Camera

Eight jumbo size 2¼x4¼-inch pictures from every roll of 116 film! Two reflex type viewfinders for horizontal and vertical composition. In from 8 ft. to infinity. Instantaneous and bulb exposure

3 N 6230—*Postpaid* (Shipping weight 12 oz) . . . .
3 N 7103—Tower 116 Film. Shpg. wt. 9 oz. . . . .3 fo

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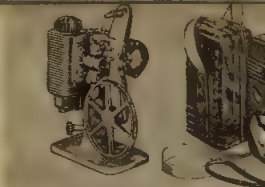


REVERE 8mm Movie Equipment

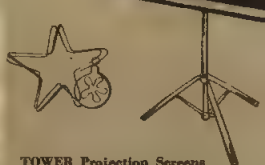
Revere 8mm Model 55 Camera. Wipe-in/wipe-out control blends your scenes in Hollywood-like manner. Simplified roll loading. Footage indicator sets itself. F.2.8 lens housed inside camera 2 speeds. **$55** Came

3 NM 8258MT—*Express prepaid.*.. (Shpg. wt. 5 lbs.) . .
3 NM 8259MT—Same as above plus eveready plastic c case. *Express prepaid.* (Shpg. wt. 6 lbs.) . .

8mm Kodachrome. 25 ft. (Wt. 8 oz.) *Ppd.*
3N6723–Indoor. . . . . $3.75 3N6785–Daylight. .

Revere 8mm Projector Model P85. 500-watt pro lamp. 1-inch f.1 6 lens. 300-foot reel. Still pro adjustment. Forced air ventalation. Rapid pow wind Heat absorbing condensers. Operates o 120 volt AC-DC. UL approved.

3 NM 8408MT *Express prepaid.* (Shpg wt. 15 lbs.). . .



TOWER Projection Screens

For brighter, clearer movies and slide projections! Tower screens are covered with thousands of tiny glass beads which reflect more light and give greater brilliance to your pictures Rugged steel tripod steadies against vibrations Simplified locking . . quickly to slight pressure and adjusts screen desired height. All steel throughout with gray finish. Rubber feet grip floor, prevent scratching **$8** 30

3 N 08501—30x40-inch size. Shpg. wt. 10 lbs. . . . .
3 N 08506—40x40-inch size Shpg wt. 10 lbs. . . .

Tower DeLuxe Projection Screen. (Not shown). 50 size Similar to above but heavier construction special non-slip catch to hold screen and strea bullet-shaped end pieces on screen case Strong
3 NM 8607—Shipped freight or express. Wt. 18 lbs.

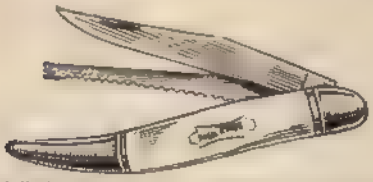
FOR THE FISHERMAN

Fish Knife with Scaler. Large clip blade with scaler back, mirror polished. Fancy colored celluloid handles with nickel bolsters and caps. Size closed 4½". 1 dozen on display card.

No. 10C99. Per Dozen **4.00**

Fisherman's Knife. 4-inch clip blade with serrated back for scaling fish. Of high carbon steel, mirror polished, all white celluloid handles. Size of knife 8 inches. 1 dozen on display card.

No. 10C13. Per Dozen..... **5.50**



2-Blade Fish Knife. Size closed 5" [illegible] cutting blade [illegible] hook and fish scaler [illegible] White celluloid handles, polished [illegible] bolsters and caps. 1 dozen on display card.

No. 10C9. Per Dozen..... **7.90**

"CAMILLUS" FISHERMAN'S LUCK

"Fisherman's Luck" by Camillus. (Mfg. No. 5). The perfect knife for fishermen, hunters and woodsmen — used as a scaler, bottle opener, hook disgorger, and cutter. Chrome-plated, rust resistant custom steel blades with can lifter and scaler [illegible] honed under oil. Rust proof nickel silver holsters. Brass linings [illegible] (swivel lock). Blade open when in use). Unbreakable maine pyroxylin handle. Length closed 7" [illegible] dozen in box.

No. 10C63. Per Dozen..... **16.00**

FOR THE WOODSMAN, CAMPER, AND HOBBYIST

'Kut-Master' Hunting Knife. 4½" [illegible] on blade, [illegible] big [illegible] cutter back [illegible] handle with [illegible] sheath. ½ dozen in box.

No. 10C185. Per Dozen..... **5.50**

Hunting Knife in Leather Sheath. Mirror-polished 5" [illegible] blade [illegible] full tang [illegible] brass rivets. Overall length [illegible] Sturdy [illegible] handle. Complete with leather sheath. ½ doz. in box.

No. 10C111. Per Dozen..... **7.00**

Hunting Knife with Leather Sheath. Narrow Finland type [illegible] Stacked [illegible] blade [illegible] leather sheath. Blade 3¼" overall length 7⅛". 1 dozen on display card.

No. 10C102. Per Dozen..... **8.00**

"Western" Hunting Knives with Embossed Leather [illegible]. Blades of high-carbon chrome vanadium steel [illegible] hand-etched to handles by strong double [illegible] complete with tube leather sheaths with beautiful embossing.

No 10C106. Overall size 8⅝". Blade 4⅜". Durable [illegible] leather handle. Sabre ground blade. Suggested retail 3.00.

Each..... **1.50**

No 10C107. Overall size 8". Blade 4⅜". Brilliantly [illegible] sporting [illegible] handles in assorted colors. Blade [illegible] Suggested retail 3.50.

Each..... **1.75**

"CAMILLUS" KNIFE AND SHARPENING STONE SET

Camillus Knife and Sharpening Stone Combination. (Mfg. No. 53-B). Three blade junior [illegible] knife—clip, sheepfoot and pen—of custom made [illegible] Mirror polished. [illegible] brass [illegible] Length [illegible] complete with [illegible] sharpening stone that quickly restores the keenest edge.

No. 10C64. Per Dozen..... **16.00**

Pocket Tool Kit. A tool chest in compact form—all tools made of fine cutlery steel, hardened and tempered — nickel plated; full mirror polished. Complete with simulated leather [illegible] Contains ten dependable tools—strong pocket knife can opener, [illegible] reamer and file, screwdriver, nail file, reamer and punch, saw, and fish scaler. Each set in individual box.

No. 10C109. Per Kit..... **4.90**

Marble's Woodcraft Knife. [illegible] 4" [illegible] blade [illegible] of the finest steel [illegible] keen edge [illegible] Lightweight [illegible] Long [illegible] Thick [illegible] for [illegible] Leather [illegible] Complete with [illegible] dozen in box.

No 10C813 Each..... **2.00**

POCKET TOOL KITS

Pocket Tool Kit. The ideal gift item — each set comes in fine English Pigskin zipper case. All tools of cutlery steel — hardened and tempered, nickel plated; full mirror polished. Set consists of 10 useful tools: [illegible] can opener, bottle [illegible] reamer and punch, saw, file, [illegible] screwdriver, nail file, reamer and punch and screwdriver, bottle opener, can opener, file, reamer, screwdriver, nail file, reamer and punch and screwdriver, remover and punch and screwdriver, box reamer, and fish scaler. Each set in individual box.

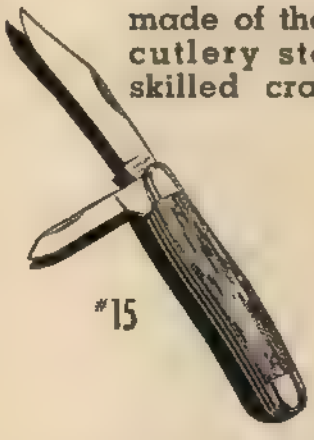
No. 10C110. Per Kit..... **6.00**

CAMILLUS has the edge!

made of the finest cutlery steel by skilled craftsmen

"Camillus" Serpentine Jack Knife (No. 14) Bone Stag handle. Clip and pen blades. Brass linings. Nickel silver bolsters. Length closed 3⅝". Packed ½ dozen in box (no less sold).

No. 10C47. Per dozen.....12.00



"Camillus" Serpentine Jack Knife (No. 15). Red Horn Pyroxylin handle. Clip and pen blades. Brass linings. Nickel silver bolsters. Length closed 3⅝". Packed ½ dozen in box (no less sold).

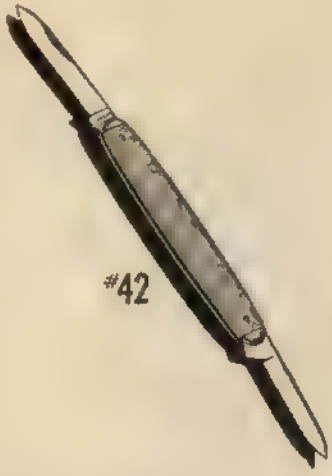
No. 10C48. Per dozen.....12.00

"Camillus" Heavy Equal End Jack Knife (No. 16) Bone Stag handle. Clip and pen blades. Nickel silver bolsters. Brass linings. Length closed 3⅝". Packed ½ dozen in box (no less sold).

No. 10C49. Per dozen.....12.00

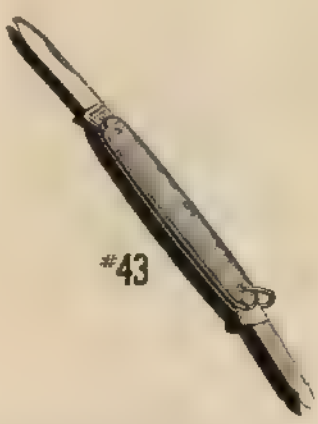
"Camillus" Senator Pen Knife (No. 41). Bone Stag handle. Spear and pen blades. Brass linings. Nickel silver bolsters. Length closed 3⅛". Packed ½ dozen in box (no less sold).

No. 10C53. Per dozen.....12.00



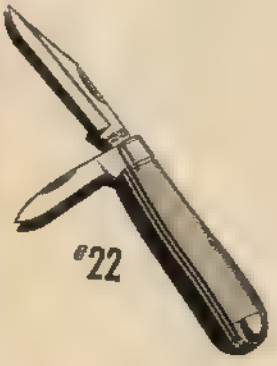
"Camillus" Senator Pen Knife (No. 42). Nu-Pearl (simulated) handle. Spear and pen blades. Brass linings. Nickel silver tips. Length closed 3⅛". Packed ½ dozen in box (no less sold).

No. 10C54. Per dozen.....12.00



"Camillus" Slim Senator Pen Knife (No. 43). Nu-Pearl (simulated) handle. Spear and File blades. Brass Linings. Nickel silver tips and shackle. Length closed 3⅛". Packed ½ dozen in box (no less sold).

No. 10C55. Per dozen.....14.00

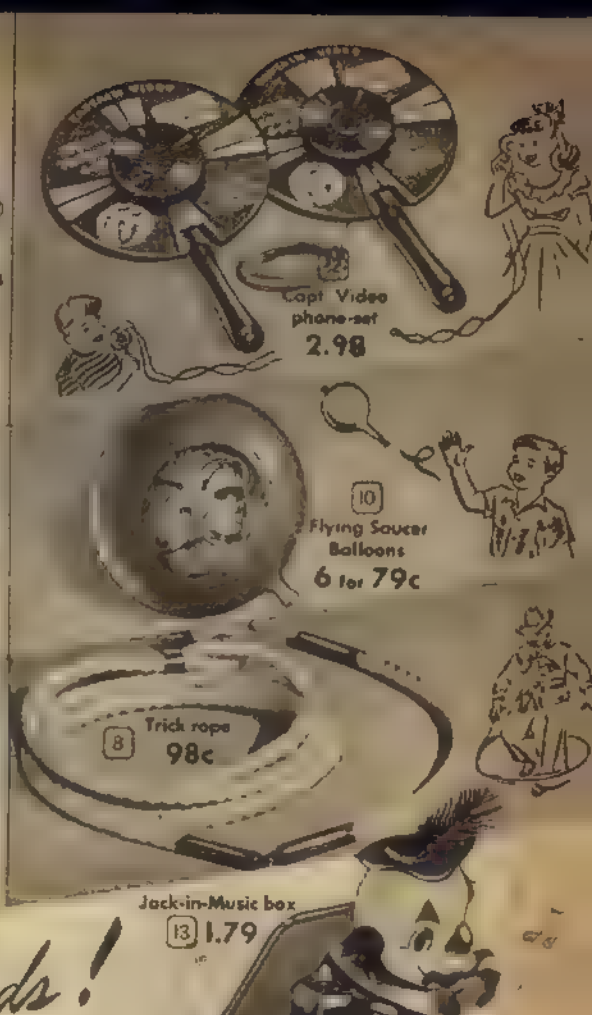


"Camillus" Pony Jack Knife (No. 22). Maize Pyroxylin handle. Sabre clip and pen blades. Brass linings. Nickel silver bolsters. 2¾" long when closed. Packed ½ dozen in box (no less sold).

No. 10C51. Per dozen..12.00

"Camillus" Pony Jack Knife (No. 21). Bone Stag handle. Sabre clip and pen blades. Brass liners. Nickel silver bolsters. Length closed 2¾". Packed ½ dozen in box (no less sold).

No. 10C50. Per doz..12.00



Last minute toy finds!

tiny-price favorites for youngsters 2 to 12

8-PIECE HOLSTER SET 98c

7 Pieces in our Christmas! Set includes 6½-in. long plastic gun, holster, 2 Black suits with gold color trim, tie, hat, neckerchief with jeweled slide. Black belt adjusts from up to 27-in. waist.
359 Y 7932 Ship. wt. 7 oz. 8 pc. set 98c

TOY 25-IN. BAZOOKA GUN 1.89

9. With reel sights, bead, harmless projectile, ball in muzzle, pull barrel back for action, grease resistant bead report. Helps to develop steady metal barrel.
359 Y 7915 Ship. wt. 1 lb. 4 oz. 1.89

ALL-STEEL ACTION CARS 79c set of 4

11. Rubber-tired 4x1½x1-in. Bell Hangs on tire-wheeled car, speed car gear, free-wheels, fox meter, exhaust, wire axles!
359 Y 7933—Ship. wt. 13 oz. 4 for 79c

JACK-IN-MUSIC-BOX 1.79

13. Jolly plastic clown in polka dots pops up to tune of "Pop Goes the Weasel!" Lithographed, metal reinforced music box, 5⅛x5¾-in. Steel spring.
359 Y 7947—Ship. wt. 1 lb. 8 oz. 1.79

HOPALONG'S TRICK ROPE 98c

8. Trick 86-in. long Hoppy rope with Safety Handle automatically loosens rope at any spot other than harmless twirling! Set up box has 12-in. scale picture of Hoppy and Topper.
359 Y 7946—Shipping wt. 11 oz. 98c

"FLYING SAUCERS" 6 for 79c

10. Latex rubber balloons soar straight up, rear-like a jet motor when released. Inflate to 8½ inches point nozzle down and—zoom! Instructions.
359 Y 7939 Ship. wt. 4 oz. 6 for 79c

CAPT. VIDEO PHONE SET 2.98

12. Plastic "Radio Seeiograph" like Capt. Video's! Hook it up, talk to your lieutenant in the next room. Works on special frequency (O.S.S. 25-ft. wire).
359Y7934 Ship. wt. 1 lb. 9 oz. Set 2.98

MUSICAL LOLLIPOP TREE 98c

14. Turn little crank—tree revolves, plays Jingle Bells. 9-in. Green tree is laden with pops. Christmas trim. Red and White striped base in music box.
359 Y 7936 Ship. wt. 1 lb. 7 oz. 98c

Play house—big enough for two little boys or girls to play in! 1.89

A childhood dream come true! A private playroom where make-believe is real. Mammoth 24x24x35-in. high size Play-Inn doll house—is roomy enough for 1 to 6 year olds to play in. Really a super value at this price! 5 windows and entrance door that opens! Constructed of heavy corrugated fibreboard. Easy to set up—no clips or fasteners. Beautifully printed in 2 colors on White background. Case for storage.
35 Y 7941E—Shipping weight 7 pounds. 1.89

Junior-sized electric popcorn vendor with corn, cartons, scoop, apron! 10.95

Youngsters 5 to 14 can go into the popcorn business with this professional outfit! Makes fluffy white delicious popcorn in a jiffy! Comes with generous supply of fresh jumbo pop-corn. 12 pop-corn boxes, 4-in. metal scoop, apron. Sealed heating unit in aluminum cooker for safe operation—just plug in electric cord. Sturdy metal 12x20-in. pop-corn stand in sparkling White finish. Bright red plastic top. 110 volts, 60 cycle.
35 Y 7940E—Shipping weight 14 pounds . . . . . Set 10.95

Toyland Specials:

Last-minute news from Santa's workshop

8-ROOM DOLL HOUSE, PATIO-FURNISHED! 2.69

1. Aldens furnishes every room of this luxury house completely—there's even an equipped patio and garage! Features 2 large rooms on first floor, 3 on second. 25x7x16-in. house in colorfully lithographed steel. 41 pieces of all-plastic furniture, detailed and proportioned, includes: 8-pc. Kitchen—table, 4 chairs, sink, stove, refrigerator. 11-pc. Living Room—piano, radio, bench, lamp, coffee table, couch, chair, buffet, 2 cabinets, girl. 5-pc. Nursery—bathinette, play-pen, chair, chest, trainer. 4-pc. Bath—toilet, washbowl, bathtub, hamper. 7-pc. Bedroom—dressing table, 2 chairs, bench, cabinet, bed, chest. Patio—2 chairs, table with umbrella, girl, and there's even a garage with 1 car.
359 Y 7931—Shipping weight 4 lb. 2 oz. Complete 2.69

PLASTIC 44-PC. FIESTA DELUXE TEA SET 1.89

2. Service for 4! Complete as mother's own! Modeled after California Fiesta ware. Of hard-to-break washable plastic. Includes 4 each of plates, saucers, cups, goblets, sherbets, spoons, forks, knives. Tea pot with lid, sugar bowl with lid, creamer, serving tray, salt, pepper shakers and 4 napkins to keep laps neat.
359 Y 7929—Shipping weight 2 lb. 2 oz. Set 1.89

SPECIAL! VINYLITE PLASTIC TWIN DOLLS 3.98

3. Here's another Aldens toyland special—not just one but two beautiful baby dolls to love—both at a one-doll price! Each, 7½-in. tall, finished in soft, life-like vinylite plastic. Movable head, painted eyes, open rosebud mouth. Cries when squeezed. Dressed in White flannel pajamas, neck ribbons. Zipped snugly into their very own Pink cotton blanket. One of the finest Christmas choices you can make for little girls. Aldens-low!
359 Y 7927—Shipping weight 1 lb. 13 oz. Set 3.98

NEW! MECHANICAL BILLIARD TABLE 1.89

4. Old sport of billiards with a brand new slant—more exciting, entertaining! Two 6-inch high mechanical steel players take turns hitting miniature steel balls with actual metal cues. Balls are automatically fed to each player for about 27 shots each. 2½ minutes of play for every winding. Score added up after balls stop in numbered pockets. 14-in. long, 5-in. wide, 2½-in. high. Easy key winding. A successful gift hit that everyone enjoys.
359 Y 7937—Shipping weight 1 pound 14 ounces. . 1.89

COCA-COLA DISPENSER—REALLY WORKS! 3.39

5. What fun kiddies will have operating this important looking coke dispenser! Works like a real drugstore model! Complete with two 2⅛-in. high plastic coke glasses. Insert coke bottle within dispenser—you're ready to serve. Just place glasses below nozzle, pull lever down and fill up glass. Snap lever back, flow stops. 10½x5x8¾ in. high dispenser in strong, good-looking Red and White plastic. Red lettering states "Have a Coke" and "Drink Coca-Cola" on dispenser. Aldens newest toy at savings!
359 Y 7928—Shipping weight 2 pounds. 3.39

NEW DISCOVERY—JR. LIE DETECTOR SET 2.98

6. Aldens very own television discovery! Ernie Simon of WBKB interviewed the inventor of this marvelous more-than-a-toy instrument. We contacted this man immediately—rushed his invention into our toyrooms for you! Furnishes actual results—detects nervous impulses which indicates true or false statements by pressure of hands on two rubber handles. If question is answered falsely, hand pressure results in "False" light which actuates buzzer. Same principle as original lie detector. 7½x4½x2½-in. plastic case, F.B.I. insignia. Complete instructions.
359 Y 7938—Shipping weight 1 lb. 4 oz. . . 2.98

RAISE YOUR SIGHTS ON '50 SALES
Sell the KILGORE line!

Behind this broad line of toy cap pistols, paper caps, play pistols, water pistols and holster sets is more than 30 years of know-how in catching youngsters' fancy and making cash registers ring. The 1950 line is designed with emphasis on the "western" appeal — and will feature a 'Wildwest Outfit" that will make children's hearts leap. The complete line was planned to provide an answer for every model demand and price bracket. You'll be safe to "raise your sights on '50 sales" IF you sell the Kilgore line.

WING-GO!
A NEW, EXCITING TOY BY KILGORE

A sensational flying toy! Easy to operate — merely place propeller on spindle . . . pull string quickly . . . and propeller zooms into the blue. Approximate altitude average about 150 feet. String automatically rewinds. Made of plastic. Each, including 2 propellers, on 2-color sales card. They'll go like "hot cakes" at about 49¢ retail. Write for details.

8 SURPRISES IN THE '50 LINE WILL BE ANNOUNCED DURING THE TOY FAIR
See Them At

Room 523	Room 116	Room 14-102
New Yorker Hotel	Breslin Hotel	Merchandise Mart
New York	New York	Chicago

THE Kilgore
MANUFACTURING COMPANY
WESTERVILLE, OHIO U.S.A.

ROUNDUP

Trade Mark Reg

"THE LINE YOU CAN'T GO WRONG WITH"

GENUINE

LEATHER HOLSTER AND PISTOL SETS

Manufactured By

CARNELL MFG. CO., Inc.

772-778 FULTON ST. • BROOKLYN 17, N. Y.

New York Showroom
200 FIFTH AVE., N. Y. — Room 1260
Stanley Breslow, Sales Manager
Daniel M. Weiss, Assistant S M

Southern Representative
JAMES MELTON
Santa Fe Building, Unit 2
Dallas, Texas

Western Representative
HARRY WALLACE
9008 Wilshire Blvd.
Beverly Hills, Cal.

SEE US AT THE **TOY FAIR**
HOTEL McALPIN
ROOM 851-849

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HARRY WALLACE
9008 Wilshire Blvd
Beverly Hills, Cal.

The Famous No. 250

MIROSTAR TABLE WREATH

The Center of Attraction Wherever Christmas Lights Are Displayed

- Unquestioned Eye Appeal
- Tremendous Sales Potential
- Many Other Kindred Numbers
- Ethical Merchandising
- Christmas Lighting Off the Beaten Path Distinctive and Original

MIROSTAR PRODUCTS, INC.

152 BLEECKER STREET NEW YORK, N. Y.

BERNARD BERWICK

ROOM 943
HOTEL
McALPIN

CARRON PHONOGRAPHS

TOPS IN 1949—

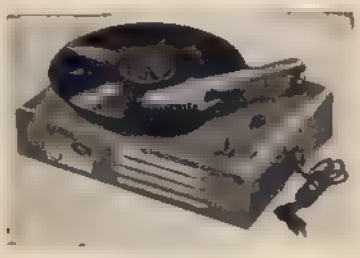
NEW MODELS
NEW LOOK
NEW FEATURES
FOR
1950

SEE DISPLAY
MOSELEY & ABRAHAMS
200 FIFTH AVE. BLDG.
NEW YORK
Room 315

UNDER-WRITERS APPROVED

•

PLAYS ALL SIZE RECORDS INCL. 12 INCH



No. 3000—AMPLIFIED

2 TUBE AMPLIFIER—CRYSTAL PICK-UP—4 INCH ALNICO SPEAKER

Construction Strong Metal Case **Finish** Baked Hammertone Pattern **Color** Wrinkle **Weight**—9 Lbs. Individually Packed 6 Cartons To Master **Size** 15x9x3

ALSO AMPLIFIED MODEL IN PORTABLE CASE.

No. 1000—ACOUSTICAL

Construction Strong Metal Case **Finish** Baked Enamel Hammertone Pattern **Size**—13 x9½x7" **Weight** 8 lbs. Individually Packed **Color** Pastel Blue. Also in Walnut Arm, or Without Decal **Packed** 12 Cartons To Master

Features

BALANCED TONE ARM
TAKES WEIGHT OFF RECORDS FOR LONGER LIFE

FOOL-PROOF MECHANICAL REPRODUCER
KIDDIES CANNOT BREAK DIAPHRAGM

TONE CHAMBER
AMPLIFIES AND HELPS ROUND OUT SOUND

No. 2000—ACOUSTICAL

Portable Case—Sturdy Construction, ¾ inch Strong Fiber-covered with Pyralin Corners Fawn Leatherette **Size** 4 x13½x9" **Weight** 10 lbs., Individually Packed. **Color**—Blue. Hardware Nickeled. Leather Handle

CARRON MFG. CO.
741 W. HARRISON ST.
CHICAGO 7, ILL.
MONROE 6-2360

DELIVERY INSURANCE—20 YEARS IN MANUFACTURING

All component parts are made in our own factory, including motor, resulting in best price and delivery to you.

CHUFFIN' UPSTREAM TO "PORT PROFIT!"

69¢

RIVERBOAT CM 140

Piloted by the creators of the 1949 sensational *Miracle Control Car*, this authentically designed Mississippi RIVERBOAT is moulded of vari-colored plastic, with three wheels for rolling along on land and sturdy, floatable hull for water play. The RIVERBOAT is a twin-stack toy steamer with stern paddles and a pilot at the wheel. Realistic superstructure design adds to the terrific appeal of this new play-yard and tub plaything. In Sello-Window display box. Priced for big retail volume.

Answering the call for mass merchandising!

39¢

AERIAL LADDER TRUCK CM 250

Hot as a 4-alarm fire. New 1950 model of a '49 favorite, with real rubber wheels, metal axles, two firemen who ride along. In Sello-Window package

29¢

50 MODEL CIVILIAN JEEP CM 120

Completely new version of the famous G.I. Jalopy. Driver and passenger, real rubber wheels, metal axles. Packaged in Sello-Window box

MIRACLE CONTROL CAR CM 190

$2.98

Still a big sensation, the mechanized toy hit of 1949 is going full speed toward greater sales. No springs. No batteries. Brilliantly colored Hudson convertible individually packaged in handsome display box

SAND PAIL and SHOVEL CM 350

Sells on sight to the beach and sand box trade. Modern design, non-corrosive, bright plastic moulded, in beautiful colors. Sanitary. No rough edges.

29¢

California MOULDERS INC.

814 East 29th St., Los Angeles 11, California

These wonderful toys are only a part of our attractively designed, attractively priced, fast-moving items on display for you at Room 949 Hotel New Yorker.

George R. Silvestri — Pat McGarry

Carry-Lite Decoys

Made of molded pulp, lightweight, waterproof, require no weights for balance. Life-like. Full color. Packed 6 drakes, 6 hens in container. Wt., 13 lbs.

No. **720** Mallard Decoys . . . . . per Dozen **20.00**
No. **712** Bluebill Decoys . . . . . per Dozen **20.00**
No. **721** Pintail Decoys . . . . . per Dozen **20.00**

Duraduck Decoys

All Rubber Type

Natural rubber construction with color cured into rubber. Will not sink or tip. Self-inflating and collapsible, extremely light weight and easy to carry and pack. Wt., per dozen, 9 lbs.

Black Duck Decoys . . . . . per Dozen **28.80**
Mallard Hen Decoys . . . . . per Dozen **28.80**
Mallard Drake Decoys . . . . . per Dozen **28.80**
Packed 12 per carton.

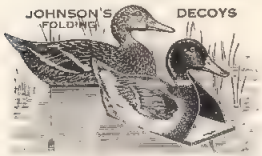
Carry-Lite Goose Decoys

Decoys are 24 inches long, 22 inches tall. Demountable head. Natural coloring. Well suited for field and stream shooting.

Weight, 16 lbs. per carton of 3.

No. **653** Carry-Lite Goose Decoys . . . . Each **60.00**

Johnson's Folding Decoys



Printed in natural colors on tough jute fiber-board, so thoroughly waterproofed and reinforced that they last indefinitely. The ⅝ inch cedar float slides snugly inside the body to spread and float it. A balancing device attached to the float makes tipping impossible.

One dozen fit compactly in two canvas bags; weight per dozen 7 pounds.

No. **M25**. Mallard Folding Decoys . . . per Dozen **11.60**
Extra Bodies for Johnson Decoys . . . per Dozen **8.00**
Extra Floats for Johnson Decoys . . . per Dozen **4.00**

Johnson's Folding Goose Decoys

Photographic reproduction of Canada geese, with spreading bodies held open by inserting triangle frame attached to heavy wire stake.

Made from a heavy waterproofed fiber-board.

Eight over size geese and four smaller ones to each dozen bag; weight per dozen 10 pounds.

No. **12** Johnson's Folding Goose Decoys . per Doz. **27.00**

No. 4 Victor Mushroom Anchors

Made of cast iron with hole in upright stem for tieing cord. Weight, 7 pounds per dozen in package.

No. 4 Victor Mushroom Anchors . . . . . per Doz. **5.00**

Broadbill Duck Calls

Will produce with perfect accuracy any call of our native ducks, will not break in tone by loud calling. Made in two pieces, allowing the reed to be fastened securely to one side by the use of a metal clamp. The reed is made of the very best of hard rubber. The duck bill shape of mouthpiece gives an excellent chance for manipulation. One in a box; weight per dozen, 1½ pounds.

No. **450**. Broadbill Duck Calls . . . . . per Dozen **13.60**

No. 103 Duck Calls

Hand made, true tone. Walnut shell, cherry insert. Special waterproof treatment. Natural finish. The special composition reeds are tested by experts. One in a box with extra reed.

No. **103** Duck Calls . . . . . per Doz. **28.80**

No. D-2 Olts Regular Duck Calls

Molded of the finest polished black hard rubber obtainable. Specially prepared composition reed, free from metallic or muffled wood sounds, clearness and trueness in tone. Length, 4¾ inches. One dozen calls on display card. Weight, 1 oz.

No. **D-2** Duck Calls . . . . . per Doz. **27.00**

Bean Lake Duck Calls

Black walnut and hard maple barrels with phosphor bronze reeds. Sensitive, tuned calls that are exceptionally natural. Overall length, 5½ inches. Packed six per box; wt., 3 lbs.

Bean Lake Model Duck Calls . . . . . per Doz **32.40**

Your Key to Greater Value

Where high comfort lowers upkeep

PUT aside for the moment the clean fresh beauty of its lines, and the deep satisfaction of its thrillingly able valve-in-head Fireball power.

Instead, dig into the deep comfort of this Buick, and see what it means to your pleasure and purse.

Gentle coil springs on all four wheels—not just the front ones—cradle your ride in level buoyancy, soak up road roughness like moss underfoot.

Yet coil springs are practically breakproof even under the most severe going—and never need greasing, servicing or attention.

The rigid torque-tube found in every Buick does more than add the safe comfort of a firm and ride-steadying driving keel—it also seals the moving parts of your power relay system from damage by dirt, sand, mud and stones.

Buick's wide rims do double duty too. For these wide rims provide better car control, cut sway and swerve on sharp turns—and increase tire life to boot.

And if you choose the oil-cushioned smoothness of Dynaflow Drive* for its wonderful comfort, you get a bonus there too. You save on clutch maintenance—there's *no* clutch pedal. You save on transmission maintenance and the rear-axle expenses likely to go with it. And you find there's less engine upkeep because normal shocks and strains are oil-pillowed by Dynaflow.

So it really pays to be comfortable—in Buick.

Especially when you find Buick ride and room and size and straight-eight power all packaged at prices under many sixes today—as a visit to your Buick dealer will prove. Go see him first chance you get and enjoy that Buick-comfortable feeling yourself.

BUICK *Division of* GENERAL MOTORS

*Dynaflow Drive is standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

Only Buick has Dynaflow—and with it goes:

HIGHER-COMPRESSION Fireball valve-in-head power in three engines (New F-263 engine in SUPER models) • **NEW-PATTERN STYLING,** with **MULTI-GUARD** forefront, taper-through fenders, "double bubble" taillights • **EXTRA-WIDE SEATS** cradled between the axles • **SOFT BUICK RIDE,** from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube • **WIDE-ANGLE VISIBILITY,** close-up road view both forward and back • **TRAFFIC-HANDY SIZE,** less over-all length for easier parking and garaging, short turning radius • **WIDE ARRAY OF MODELS** with Body by Fisher

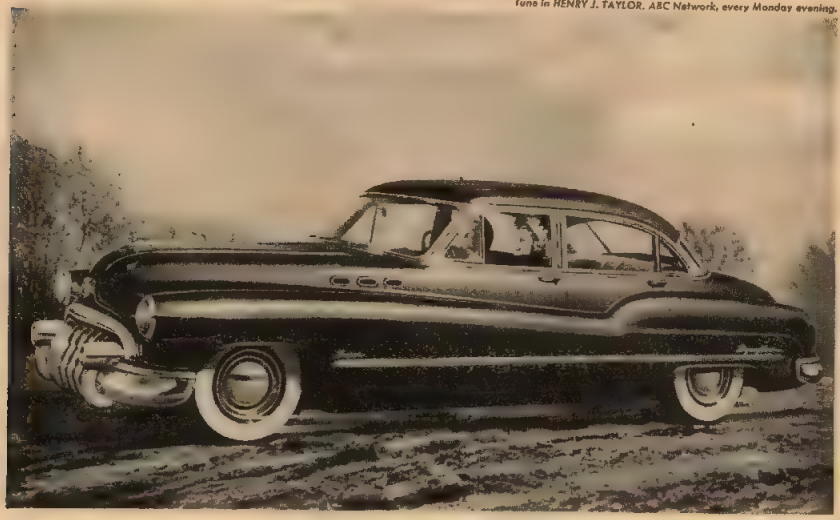
WHATEVER YOUR PRICE RANGE

"Better buy Buick"

When better automobiles are built BUICK will build them

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.



Get Set for what bump?

USED to be that traveling back-country lanes wasn't much less bouncy than taking a furrowed field in a tractor . . .

Until folks started finding out about the Buick ride and its wonderful way with the rough spots.

For this bold-fashioned beauty of a Buick is *ride-engineered* like no other car.

On each wheel—not just the front ones—there's a cradling coil spring that cushions and levels bumps almost magically. And they're practically breakproof to boot!

Quick-acting, precision shock absorbers work their special magic too. And that rigid torque-tube in every Buick — sealing the chassis free of dust, dirt and stones—holds rear wheels T-square true regardless of chuckholes or soft shoulders.

Tires are larger, low-pressure cushions that smother road ridges and ripples. Rims are special—wide, Safety-Ride rims that help tires to hold a steady course on sharp turns without sway or swerve.

Even the mounting of Buick's big Fireball valve-in-head engine is special—Hi-Poise suspended to banish vibration build-up and smooth out your ride even more.

Add Dynaflow* to all this—that silky-smooth, moneysaving wonder drive—and you've got the ride folks call matchless.

How about checking in with your Buick dealer for proof of the pudding next time you're in town?

He'll gladly arrange a no-obligation test ride, quote you prices that fairly shout "Value"—and offer a deal much too good to pass up.

Go see him tomorrow, or phone him and name the day *you* won't have to get set for bumps.

BUICK *Division of* GENERAL MOTORS

*Dynaflow Drive is standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

Only BUICK has [illegible]

and with it goes: **HIGHER-COMPRESSION** *Fireball valve-in-head power in three engines. (New F-263 engine in SUPER models.)* • **NEW-PATTERN STYLING,** *with* **MULTI-GUARD** *fore-front, taper-through fenders, "double bubble" taillights* • **WIDE-ANGLE VISIBILITY,** *close-up rear view both forward and back* • **TRAFFIC-HANDY SIZE,** *less over-all length for easier parking and garaging, short turning radius* • **EXTRA-WIDE SEATS** *cradled between the axles* • **SOFT BUICK RIDE,** *from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube* • **WIDE ARRAY OF MODELS** *with Body by Fisher.*

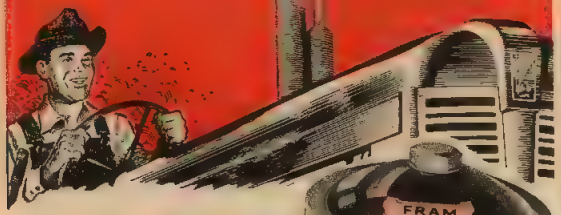
Your Key to Greater Value

WHATEVER YOUR PRICE RANGE

"Better buy Buick"

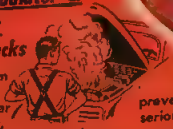
When better automobiles are built BUICK will build them

FRAM OIL FILTERS
keep your engines clean!



Only clean, well-lubricated engines give lasting, trouble-free performance. That's why you need a famous Fram Oil & Motor Cleaner on your tractor, truck and car. Fram "*cleans the oil that cleans the motor.*" Takes out the dirt, dust, grit, sludge and abrasives that contaminate your oil and cause engine wear. "*The dipstick tells the story.*" When your oil shows dirty, do this . . . If you don't have an oil filter, better install a famous Fram Oil & Motor Cleaner. If you have an oil filter, get a new Fram Replacement Cartridge. In either case, insist on Fram for top performance!

New FRAM Radiator & Water Cleaner for Cars & Trucks



End cooling system troubles! Fram Radiator and Water Cleaner stops rust, stops scale, removes particles, gives complete cooling system protection. It's harmless to anti-freeze or other radiator chemicals.

Rusty, scaly cooling systems prevent proper cooling . . . start serious troubles that can end in scored pistons and cylinders, burned valves, cracked cylinder blocks and heads. Don't wait for trouble . . . get the new Fram Radiator & Water Cleaner now.

SPECIAL FREE OFFER!

The Fram Lubri-Graf is the amazing device that gives you a positive check on oil and filter condition. Tells you when to change cartridge. There's one included in every Fram Farm-Pak, the handy carry-home carton of six genuine Fram Cartridges, or you can try the Fram Lubri-Graf absolutely FREE. Write today to Fram Corp., Dept. FF-11, Providence 16, R. I.

FRAM
OIL • AIR • FUEL • WATER
FILTERS

thing fatal after it was injected into the pig—no one knows which.

The BAI favors the first theory. So far this year the variant was found in only a small percentage of the virus put out by only a few companies. The FBI doubts that sabotage was involved.

Last spring the BAI recommended that to be on the safe side, farmers who vaccinated should use at least 50% more anti-hog cholera serum than the minimum dose recommended on the serum bottle label. Apparently this was good advice. Last week the BAI said increased doses *did* save more pigs in experiments. The bigger the serum dose, the less trouble they had, although they did not wipe out outbreaks entirely.

Here's the Bureau's advice:

Keep on vaccinating. We're losing far fewer hogs to variant virus than we'd lose to regular virus if we quit vaccinating.

Vaccinate before weaning; preferably between the fourth and sixth weeks. It's cheaper then, and pigs get the best protection. *So far, according to the BAI, there has not been a report of a pig getting the variant form of cholera if it was vaccinated between four and six weeks while suckling an immune sow.*

Use 50% more anti-hog cholera serum than the minimum dose on the label. Don't guess your pigs too light. Be sure they're healthy.

No breaks have occurred with killed virus vaccines such as BTV and crystal violet, the BAI reports. However, it takes 21 days for these vaccines to "take," which leaves time for a natural case to develop.

What is the prospect of stamping out cholera entirely? We can't do it with live virus, the BAI admits, and we're not ready to try to do it by slaughter. More progress with killed virus vaccines may point the way.

What Are Your Plans?

Some folks have written us that they don't see much use of planning ahead, with the shape the world is in today. We've just been through Korea. More war clouds are on the horizon. The atom bomb hangs over our heads. Some boys are in the armed services, more are going. Inflation and higher taxes plague us at home.

But wise folks do plan, regardless of uncertainties, and 1951 is just around the corner. What are *your* plans for next year—for your farming, for your home, for your family, or for your own peace of mind? We'd like to hear from you on any, or all, of these fronts.

Write "Plans for 1951," *Farm Journal*, Philadelphia 5, Pa. We'll pay for any letters we use, and withhold your name if necessary. Your letter may help many other people.

The Styleline De Luxe 4-Door Sedan

So easy to operate . . . so economical to own!

You get a thrill of pleasure every time you see the sleek good looks of your Chevrolet! It's a thrill you'll enjoy for years, too, for Chevrolet has the kind of styling that lasts. Fourteen smart Styleline and Fleetline body types are offered, in a wide variety of sparkling color combinations.

You see where you're going and you like the way you go in Chevrolet! The wide curved windshield and generous window area give you vision that's tops for sight-seeing . . . tops for safety. You're free to enjoy the luxury of "five-foot seats" . . . that rich Fisher Body interior.

Examine all of Chevrolet's big-car features. They look expensive. Then examine Chevrolet's prices—and what a pleasant surprise to learn it's the lowest priced line of all! That's why Chevrolet is America's No. 1 favorite . . . why you'll be better off in every way when you make Chevrolet your choice.

Grades and rutted roads a problem in your area? Chevrolet offers you two practical, thrifty solutions—the new 105-h.p. Valve-in-Head engine with Powerglide automatic transmission,* or the standard Valve-in-Head engine with Synchro-Mesh transmission. They're both equal to any road.

Chevrolet's roomy trunk takes care of your bundles on vacation or shopping trips . . . conveniently pops open at the twist of a key! Center-Point steering with Unitized Knee-Action ride, airplane-type shock absorbers and wider tread tires assure you a smoother and safer ride on all roads.

CHEVROLET

WITH **POWERGlide**

AUTOMATIC TRANSMISSION*

Get ready to enjoy the simplest, smoothest driving in the low-price field when you step into a Chevrolet with Powerglide Automatic Transmission.*

For Powerglide takes most of the work of driving completely out of your hands. All you do is set the lever in "DRIVE" position, press on the accelerator—and go! There's no clutch pedal . . . no gearshifting to bother you. There's just a smooth flow of power from the big 105-h.p. Valve-in-Head Engine that carries you at any speed, over any road, without lag, drag or roughness.

Yours to enjoy, too, are all the other big-car advantages that Chevrolet offers . . . all the traditional features for comfort, safety and economy that Chevrolet alone in its price class brings you. So, see your Chevrolet dealer today. See for yourself why the smart and spirited Chevrolet is indeed the ideal farm car!

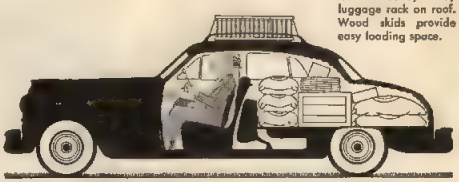
**Combination of Powerglide Automatic Transmission and 105-h.p. engine optional on De Luxe models at extra cost.*

CHEVROLET MOTOR DIVISION, *General Motors Corporation*
DETROIT 2, MICHIGAN

FIRST...and Finest ...at Lowest Cost!

Double-Duty Beauty you can't afford to miss!

Handiest thing on four wheels! The all-purpose Chrysler Traveler—converts from a smart 6-passenger sedan into a 3-passenger cargo carrier with unlimited farm and sports use. Hinged rear seat folds level on the floor, providing a flat deck 6½′ long by 3½′ wide. You can sleep in it . . . camp in it . . . haul almost as much as you could in a small truck! Be sure to see it at your dealer's. You'll find *built-in value all the way through* that only Chrysler offers today. Comfort . . . performance . . . safety . . . dependability that we believe will keep you driving Chryslers from now on.



Utility of the Traveler is increased by sturdy luggage rack on roof. Wood skids provide easy loading space.

Rear seat cushion folds against back of front seat. Rear seat back turns down on supporting chrome bar attached to seat cushion. Spare tire can be carried in luggage compartment well or in passenger compartment. Upholstery is long-wearing plastic material that resembles grained alligator.

See it — drive it . . . there's built-in value all the way through!

Chrysler Driving Advantages:

Fluid Drive . . . automatic gear shifting with exclusive car control! ***High Compression Spitfire Engine*** . . . extra power at all speeds. Super-finished parts for longer life. Chemically treated cylinder walls for far greater wear! ***Waterproof Ignition System*** . . . prevents stalling in flood or storm. ***Full Flow Oil Filter*** keeps oil clean.

Chrysler Comfort Advantages:

Chair Height Seats . . . no crouching on the floor . . . ***Functional Design*** . . . room for your head, legs, shoulders. Easy to enter and leave. ***Center-arm Steering*** . . . minimizes road shock, wheel fight. ***Rubber Body Mountings*** . . . ***Floating Power*** . . . eliminate vibration, help give softest, smoothest ride in history.

Chrysler Safety Advantages:

Safety Rim Wheels . . . won't throw tires after blowouts at normal speeds. ***Constant Speed Windshield Wiper*** . . . electrically operated. ***Safe Guard Hydraulic Brakes*** . . . balanced brake power, smoother stops, less pedal pressure. Cyclebonded linings for double the wear. ***Full vision*** . . . wherever you need it.

The Beautiful **CHRYSLER** with Fluid Drive

YOU'LL CALL IT SHEER MAGIC—THE WAY DODGE HANDLES!

YOU WON'T STOP RAVING OVER THE BIG "GET-AWAY" ENGINE!

WAIT TILL YOU FEEL HOW DODGE TAKES THE CURVES!

YOU'LL BE AMAZED AT WHAT FLUID DRIVE DOES!

Out of the Showroom... Out on the Road...

One "Magic-Mile" Ride can save you $1000

DRIVE WITHOUT SHIFTING! Dodge Gyro-Matic is America's *lowest-priced* automatic transmission! Available on Coronet models at moderate extra cost. All models give you Fluid Drive smoothness at no extra cost.

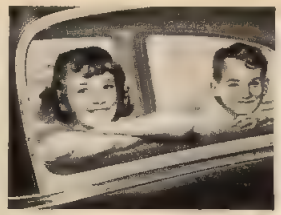
See how you could pay $1,000 more and still not get all Dodge beauty . . . roominess . . . ruggedness

WHEN YOU BUY a new car, it's smart to *test* it . . . to *drive* it . . . to *prove* the value. That's what the Dodge "Magic Mile" ride does . . . gives you the evidence straight . . . shows how you could pay $1,000 more for a car and not get all the extra value features Dodge gives you!

Get behind the wheel yourself! Never before have you driven a car so easy to handle! And all your starts and stops are velvet smooth—thanks to Dodge Fluid Drive. Test, too, the relaxing comfort of those extra wide "knee-level" seats.

Your nearby Dodge dealer invites you to come in for *your* "Magic Mile" ride. You'll find it the *sensible* way, the *money-saving* way to buy your new car. Visit your Dodge dealer today!

RIDE WITHOUT CROWDING! Yes, Dodge is LONGER, WIDER, HIGHER on the *inside* for extra leg room, shoulder room, head room. Yet on the *outside*, Dodge is SHORTER, NARROWER and LOWER for easier handling.



SEE OUT ALL AROUND! Compare Dodge visibility . . . the clear view, safer "outlook" through the big 'Landscape Windshield,' the full-size, eye-level side windows, the huge new 'Picture Window' in rear.

NEW

BIGGER VALUE

DODGE

Just a few dollars more than the lowest-priced cars!

"One *Magic-Mile*" Ride saved me $1000"

says Walter Boyd, Los Angeles, Calif.

EASY IN . . . EASY OUT—through full-size doors that open wide—and *stay* open until you close them. No twisting, no stooping, no bumping your head or hat!

SPACIOUS BACK SEAT gives you the comfort of ample head room, shoulder room, leg room for three people. In the new Dodge, you ride relaxed, arrive *rested!*

DODGE GYRO-MATIC frees you from shifting—gives you a new kind of driving ease. Yet it's the lowest-priced automatic transmission offered on any car today!

Out of the Showroom...Out on the road...

...that's where you can test and judge cars best!

We urge you to get behind the wheel of the new Dodge . . . and let her go. Feel the surging power of that high-compression "Get-Away" engine! See how smoothly she rolls along . . . straightens out curves, levels bumps. Take this Dodge into the toughest traffic . . . and see how wonderfully easy she is to handle! Then pick out a parking space . . . one you'd ordinarily pass by as needing too much maneuvering . . . and slide in with ease.

Let a "Magic-Mile" Ride Prove Dodge Bigger Value

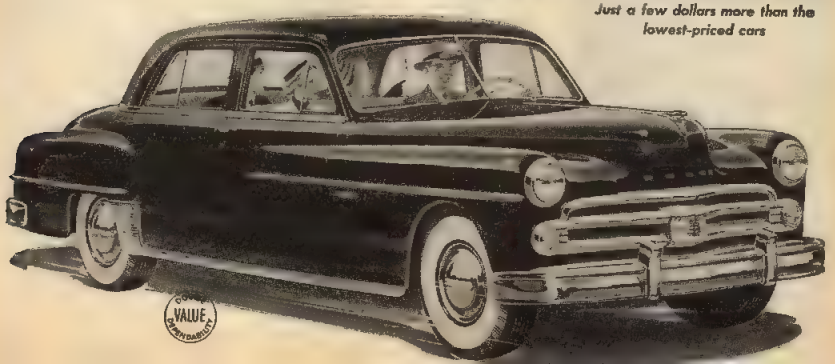
Here is a car *built around people*—giving them the room they need to ride in real comfort. Leg room . . . shoulder room . . . head room—that you thought you'd never see in a car again. Dodge has it—plus picture window visibility all around—for extra driving safety and enjoyment. Take the Dodge "Magic-Mile" Ride. You'll be convinced Dodge is the biggest dollar value on the market today!

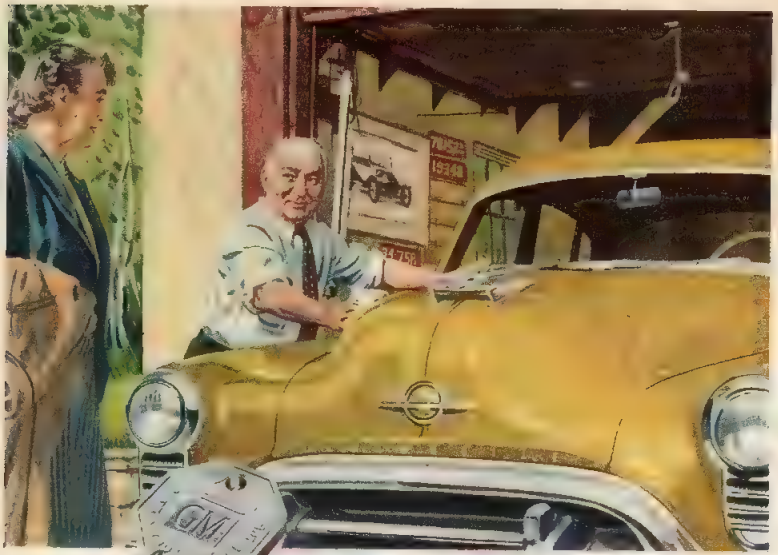
HUGE REAR PICTURE WINDOW—plus full-size eye-level windows and landscape windshield . . . gives you unexcelled visibility for safer and easier driving.

SAFE-GUARD HYDRAULIC BRAKES give you swift, safe, pillow-soft stops. You'll be convinced—for driving ease and smoothness, you can't beat Dodge!

NEW BIGGER VALUE DODGE

Just a few dollars more than the lowest-priced cars





Out of never-ending work that often starts in this research foundry, GM metallurgists develop new materials and processes that give more durable parts, leading to trouble-free operation and long life.

After thousands of miles of driving torture, GM cars and others are taken apart piece by piece, and the parts are microscopically analyzed for their ability to stand the gaff.

Key to durability

As we plan and build our cars, we work always with two goals in mind.

One is to give you the immediate delight that comes from fresh styling and performance, good comfort and convenience.

The other is to make sure that you get *long-lasting* satisfaction and substantial resale value as a car weathers the years.

So all through research, we seek ways of making materials more and more enduring. In engineering, we concentrate on designing things that will last longer as well as perform better. And in production, we focus our skills on building durability right into our cars.

The final result is greater value for you—whether you use a car for its lifetime or trade it in for another. The final proof awaits you wherever General Motors cars are on display.

Is the comfort enduring? After building a car solidly and painstakingly, production men still pound away at seat cushions to determine exactly how long they can withstand years of bouncing abuse.

"THE KEY TO A GENERAL MOTORS CAR"

Your key to Greater Value

"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

The most important new car in America!

Henry J

The Henry J Sedan...See it today at your Kaiser-Frazer dealer's!

smart! The Henry J's a honey on the highway...a handy helper on the farm! Note the "low waistline"...speed-style radiator grille...fluted upswept fenders. Extra-wide doors, front seat 5 feet wide! And the rear seat folds forward, giving you 55 cubic feet of space for tools, feed bags or what-have-you?

tough! The Henry J's tough as a tractor yet nimble as a kitten! Husky Double-Channel Frame...the rear axle Hypoid-geared, as in most expensive cars! Largest vision area in any low-priced car! Short turning radius, Triple-Control Steering, oversized brakes, make it easier to handle on good roads or bad!

thrifty! The Henry J earns its own keep! You get up to 30 to 35 miles per gallon from the quiet, responsive Supersonic Engine (choice of 4 or 6 cylinders). Lower maintenance...repair bills...insurance...operating cost! Your savings, in just two years, can more than total the down payment on the Henry J!

Built to Better the Best on the Road!

costs less to buy ... less to drive ... less to maintain!

©1950 KAISER-FRAZER SALES CORPORATION

Kaiser-Frazer Sales Corporation, *Willow Run, Michigan*

This year it's clear...

*Kaiser DeLuxe Club Coupe**

Kaiser's the car!

*Kaiser DeLuxe 4-Door Sedan**

1951 Kaiser... the only car with Anatomic Design!

Yes... this year it's clear Kaiser's the car for you!... For Kaiser's exclusive new Anatomic Design combines styling and engineering to fit the needs of human anatomy far better than any other car has ever done before! Here's what you enjoy with Kaiser's Anatomic Design:

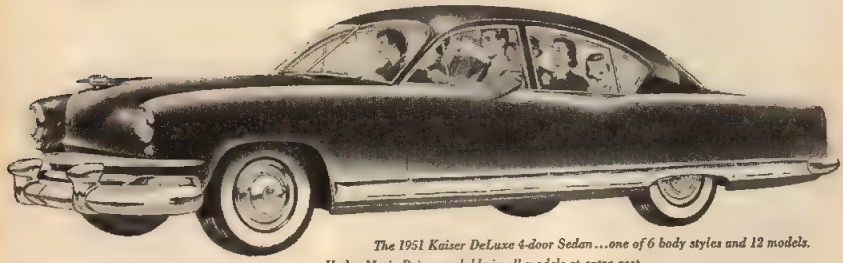
Control-Tower Vision... greater vision, no "blind spots"! Supersonic Engine... for thrifty High-Torque power! High-Bridge Doors... cut into roof—no stooping! Tuck-Away Tire Well... for more luggage space! Level-Flight Ride... smoothest of all! Low Center of Gravity ... for a road-hugging, curve-holding ride! Truline Centerpoint Steering... so easy to handle! Safety-Cushion Instrument Panel... protection against sudden stops! It's time *you* tried the Anatomic Ride! See your Kaiser-Frazer dealer now!

**One of 6 body styles and 12 models. Hydra-matic Drive available in all at extra cost.*

Built to Better the Best on the Road!

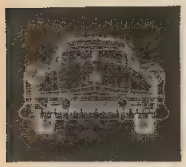
©1950 KAISER-FRAZER SALES CORP.

One glance and you know it's the newest car in America!



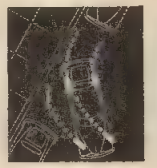
The 1951 Kaiser DeLuxe 4-door Sedan ... one of 6 body styles and 12 models. Hydra-Matic Drive available in all models at extra cost.

One mile behind the wheel and you'll want to own it!

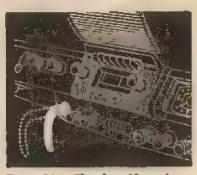


Lower Center of Gravity ... with full road clearance ... hugs road closer, *safer!* Anatomic Design considers your peace of mind!

Most Room Ever ... Plenty of room for six *big* people! Wide, lounge-comfort seats ... head room for the tallest, with leg room a-plenty, too! Anatomic Design considers your height ... your width!



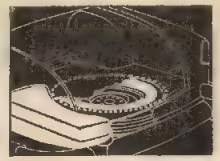
Effortless Driving ... Short turning radius lets you park on a dime! Triumph of Anatomic Design!



Everything Handy ... Most adjustable front seat ever, brings all controls within reach! Anatomic Design puts hand brake handy at the *right!*

Control-Tower Vision ... Largest windshield ever (1096 sq. in.), with slimmest, *slant-back* corner posts ... no "blind spots"! Anatomic Design considers your eyes!

Supersonic "Go!" ... New 115 h.p. Supersonic High-Torque Engine for swifter, *thriftier* power! Anatomic Design considers your pocketbook, too!



Extra Luggage Space ... because spare wheel *is under* trunk compartment, not *in* it! Anatomic Design made gas tank kidney-shaped to make room!

Walk Right In. ... High-Bridge Doors let you walk in and out without knocking off your hat ... thanks to Anatomic Design!

1951 Kaiser ... triumph of *Anatomic Design**

Built to Better the Best on the Road!

*Anatomic Design ... (Ana-TOM-ic) ... Is the newest, most advanced step in motor car making. It is the technique of styling and engineering every feature of the body and chassis to serve the needs of the human anatomy.

Make a Date with a "Rocket 8"!

A General Motors Value

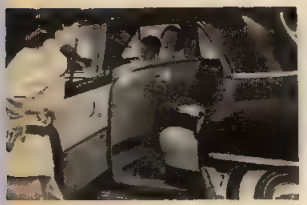
OLDSMOBILE

Oldsmobile Hydra-Matic Drive, at reduced price, optional on all models. Series "88" and "98" models powered by "Rocket" Engine.

Packed with value and ready to prove it!

the soft-gliding new Plymouth

you float on rubber, with big, pillowy Super-Cushion Tires (standard equipment on Plymouth) soaking up bumps . . . with Plymouth's exclusive Floating Power counterbalancing the engine to cushion the flow of power . . . and with soft rubber between frame and body and at spring, shock absorber and steering gear connections. Many features like these add up to Plymouth's famous Air Pillow Ride . . . the luxurious glide of cars that cost hundreds of dollars more!



you sit naturally in Plymouth's chair-height seats (same height as your favorite easy chair), and you're *not* tilted back on the base of your spine with knees high. This means wonderful freedom from fatigue.

you glide on an even keel over bumps, for all springs are synchronized to work together. And in Plymouth, super-strong Amola Steel adds great flexibility and soft action to coil front springs and cushiony tapered-leaf rear springs.

you swing without sway rounding curves, thanks to *diagonally mounted* rear shock absorbers which control horizontal as well as vertical motion. And increased width of tread in the new Plymouth adds still more stability.

big little detail is the fact that extra springs (in burlap pockets) can be added in front or rear seats to meet individual owners' desires for cushion firmness.

Now—more than ever—the car that likes to be compared

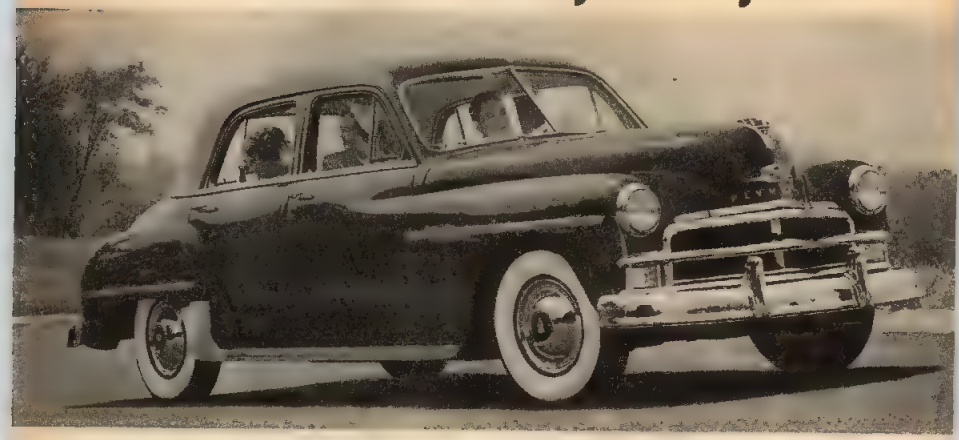
Ride in the others, then in Plymouth — and let the ride decide!

PLYMOUTH BUILDS GREAT CARS

See your nearby Plymouth dealer, who will gladly arrange a demonstration drive

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Packed with value and ready to prove it!
the beautifully new Plymouth



powered with an engine that has a 7.0 to 1 compression ratio, Plymouth gives you lively response, great efficiency, too. The higher the compression ratio, the greater the performance that is squeezed out of the fuel. Plymouth gives you the highest compression ratio of "all three" leading low-priced cars.

pillowed with Super-Cushion Tires . . . springs synchronized to glide instead of bounce . . . and other comfort-features, Plymouth rides and handles like cars costing hundreds of dollars more.

planned for low upkeep! Of the three leading low-priced cars, only Plymouth has bolted-on rear fenders, which cost much less to repair or replace than the welded-on kind.

protected by many features including Safe-Guard Hydraulic Brakes. With a total of 6 brake cylinders as compared to 4 in the other two leading low-priced cars, Plymouth brakes give you better control. And Safety-Rim Wheels hold the tire on straight in case of a blowout.

proved not on any local course, but under actual road conditions—on a testing ground that extends from Canada to Mexico, from the Pacific to the Atlantic!

Now—more than ever—the car that likes to be compared

Yes, compare! For performance, comfort, safety, style, convenience, for ALL *features! Look at the others, drive the others. Then see the beautifully new Plymouth—drive it, and let the ride decide!*

SEE IT AT YOUR NEARBY PLYMOUTH DEALER'S NOW!

PLYMOUTH BUILDS GREAT CARS

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Deep Tone Jet Tail Pipe Extension

Gives Deep, Rich Mellow Tone; Reduces Back Pressure; More Power and Efficiency

JET TAIL PIPE EXTENSION was designed to give your car greater efficiency, but in addition it adds beauty and powerful, deep, [illegible] CHROME PLATED [illegible] TRIPLE [illegible] Diameter [illegible]

No. 7202 DEEP TONE JET TAIL PIPE EXTENSION Price Each Postpaid. **$1.89**

Sparkling Jewel

Flashy Exhaust Ornament

A smart new ornament attached to exhaust of car to give your car that sleek, super-powered appearance from rear. Brightly chrome plated with mirror finish. Studded with red sparkling jewel insert that reflects light.

No. 7203 Price Postpaid **$1.19**

PATROL GONGS

Small Size for Wagons, Cars, Etc.

These gongs are fitted in the floor of car or wagon or even mounted on regular floor. When you step on plunger, gong below rings with a **LOUD CLANGING NOISE**, bell-like in sound. Use good for ⅜ to ¾-in. floors. Brushed steel 5-in. gong

$1.25

No. 7840. PATROL GONG Each.

AUTO SIDE CARRIERS

1001 Uses. On and Off In Jiffy; Carries Bulky Stuff Outside

Invaluable for motorist. Carries [illegible] STOP! [illegible] flasher [illegible]

[illegible] giving you [illegible] 10 [illegible]

No. 7833 Per Set Postpaid. **$4.95**

FLASHING TAIL LIGHT UNIT

Creates Attention! Gets Action!

Instant you apply your brakes flasher goes to work, gives FAST FLASHING WARNING [illegible] STOP! [illegible] flasher [illegible]

No. 7841. FLASHER UNIT. Each Postpaid **$3.00**

STEERING WHEEL SPINNER

Quicker Steering; Less Effort; Adds to Comfort, Safety

[illegible] [illegible] [illegible] [

AUTO COMPASS Don't Get Lost; Know Your Direction

Have you ever taken the wrong road out of a strange city and wondered whether you were traveling in the right direction, or have you ever followed the right route number in the wrong direction? [illegible] An Airplane-type Automobile Compass and you will always know which way you are going. Built to withstand the shocks and jolts of [illegible]. It is easily read in the dark. Notice reading dial. LUMINOUS—READ AT NIGHT [illegible] standard [illegible]

No. 4949 STREAMLINE AUTO COMPASS Postpaid **$3.95**

Muffler Repair

4 to 6 in. Size

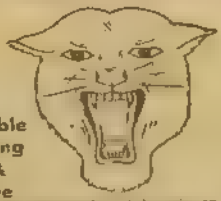
[illegible] muffler with jacket. Fits any muffler [illegible] 6". Easily installed.

No. 7347 Price **75c**

Golden Initials for Your Auto or Bike

Beautiful gold color [illegible] to be transferred to auto or [illegible]

No. 2282 S [illegible] Postpaid **35c**



Cat With Movable Flashing Eyes & Tongue

[illegible] Postpaid **50c**

No. 7629 S[illegible]

Get This New Auto Door Silencer

[illegible] Easily installed. [illegible] doors.

No. 7092 Each **10c**

Auto License Holder

[illegible] cover steering [illegible] clamp, held by [illegible] tension. Celluloid protection for [illegible]

No. 7689 Price **39c**

Auto Spark Tester

Pocket tester for spark plugs, ignition cables, distributor heads, etc. Has two neon tubes in series so that strong spark causes both tubes to light, weak spark lights only one tube. Accurately adjusted. Analyzes weak part in engine [illegible]

No 7341 Price Postpaid **49c**

Car Carry All

Sun Visor Carry All. Fits [illegible] sun visor and enables you to carry pen sleeves, pipe, maps, pencils, glasses, cards, notes, etc. right where they are most convenient [illegible]

No. 7696 Car Carry All Each **89c**

Flashlight Holder

If you do [illegible] this [illegible] have a [illegible] This [illegible] [illegible] [illegible]

A new day is here in lowest price cars!

IT'S 4 TO SEE INSTEAD OF 3

The Studebaker Champion is one of the 4 lowest price largest selling cars in America!

$1487.50

STUDEBAKER CHAMPION CUSTOM 6-PASS. 2-DOOR SEDAN AS SHOWN

This is the South Bend delivered price and includes Federal Tax

•

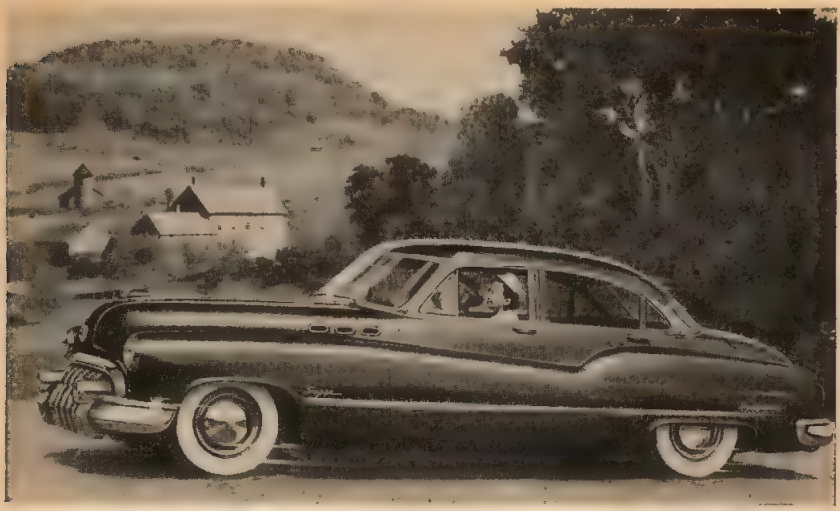
It does not include transportation from South Bend, or state and local taxes, if any

•

Comparably low prices on other Studebaker Champion Custom models —4-door sedan, 5-pass. Starlight coupe, business coupe

Prices subject to change without notice

© 1950, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.



Even the Engineers call it Thrifty

IT'S broad of beam, stands just under two tons, seats six without squeezing, and moves with the ease of big-fisted straight-eight power—enough to shame a jack rabbit on the getaway, and to lead the highway pace.

And yet this big, brawny beauty packs all its Buick size, style, power and room into an economy travel package where fuel goes a surprisingly long way.

Reason is, our engineers developed a brand-new power plant for this 1950 Buick which even they—ever-cautious by engineering nature—call thrifty.

It's the F-263—a walloping valve-in-head straight-eight Fireball engine of 124 hp—or 128 with Dynaflow Drive.*

An engine no bigger in bulk—but with each cylinder hefted with more "muscle"—shorter, lighter connecting rods for flashing action—a heavier crankshaft floated on bigger, more rugged bearings to take the greater thrust of this greater-powered, higher-compression engine.

And mind you, *all this stepped-up lift, surge and liveliness come from the same or less fuel.*

Go see your Buick dealer for a trial run in the F-263-powered SUPER—note the easy-to-take price tags—and we think you'll sign up quick for this thriller with the thrifty streak.

BUICK *Division of* GENERAL MOTORS

*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

Only Buick has Dynaflow—

and with it goes: **HIGHER-COMPRESSION** Fireball valve-in-head power in three engines. (New F-263 engine in SUPER models.) • **NEW-PATTERN STYLING,** with **MULTI-GUARD** forefront, taper-through fenders, "double bubble" taillights • **WIDE-ANGLE VISIBILITY,** close-up road view both forward and back • **TRAFFIC-HANDY SIZE,** less over-all length for easier parking and garaging, short turning radius • **EXTRA-WIDE SEATS** cradled between the axles • **SOFT BUICK RIDE,** from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube **WIDE ARRAY OF MODELS** with Body by Fisher.

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

FOUR-WAY FOREFRONT. *This rugged front end (1) sets the style note, (2) saves on repair costs—vertical bars are individually replaceable, (3) avoids "locking horns," (4) makes*

WHATEVER YOUR PRICE RANGE

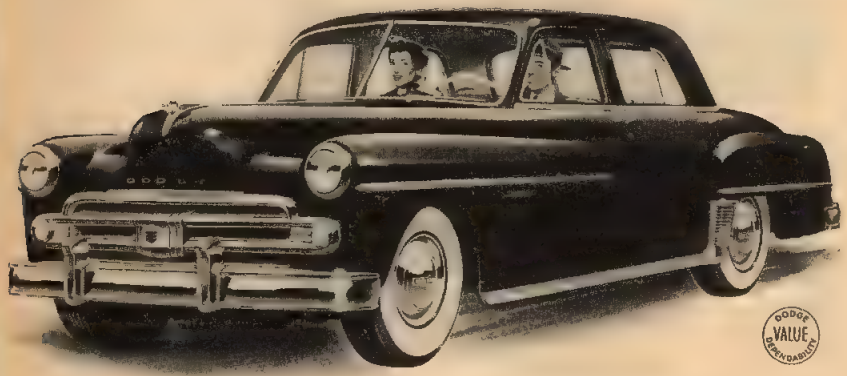
"Better buy Buick"

When better automobiles are built BUICK will build them

Your Key to Greater Value

Be Miles Ahead... Be Money Ahead...

DRIVE THE 1950 BIGGER VALUE DODGE



You could pay a $1,000 more and still not get all the *new beauty*... *extra roominess*... *famous dependability* of this big 1950 Dodge

BIGGER VALUE! Dodge Gyro-Matic, lowest-priced automatic transmission, frees you from shifting. (Dodge Fluid Drive on all models at no extra cost.)

BIGGER VALUE! Dodge doors are full-size and they open wide. It's so easy to step right in or out. No awkward stooping. No bumping your head or hat.

BIGGER VALUE! Huge rear "Picture Window" for safer driving vision. Wider rear tread means better road stability, added safety and comfort for you.

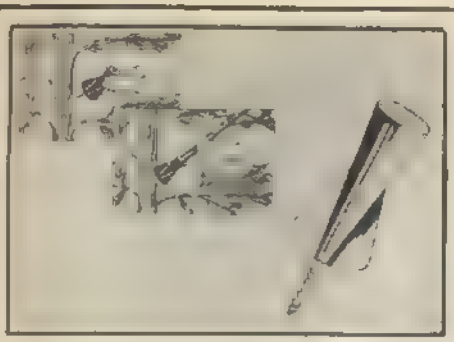
BIGGER VALUE! No bulky overhang in front or back to plague you. Dodge slips easily into tight parking spaces—is more maneuverable in busy traffic.

EVERYWHERE you go you hear Dodge called the BIG VALUE CAR of 1950. In crisp modern styling, in roominess, in ease of handling and ruggedness, in distance devouring power this new Dodge makes your dollars go farther.

Here is design that means a smarter looking car, a more comfortable car . . . a car that is easier to handle in traffic, easier to park. What's more . . . you'll thrill to the flashing pick-up of the Dodge "Get-Away" Engine . . . to the smoother performance of gyrol Fluid Drive, standard on all models at no extra cost.

But why just *read* about this wonderful new Dodge! *See* for yourself... drive a Dodge today.

NEW BIGGER VALUE 1950 DODGE *Just a few dollars more than the lowest-priced cars!*



TF915 - ADD-A-LIMB
Makes a perfectly shaped Christmas tree. Just screw into trunk where branches are thin and insert extra branches 4 on a card.

TO RETAIL AT 29¢ CARD

TF922 -TREE STAND
#3. Cup 3" wide, 3-3/8" deep. 24 gauge steel. 6" high. Painted red and green.

TO RETAIL AT 65¢

TF923 - TREE STAND
#4. Cup 4" wide, 4½" deep. 24 gauge steel. 7" high. Painted red and green.

TO RETAIL AT 85¢

TF926 -ILLUMINATED TREE HOLDER
#176. Has water well and 8 C6 lamps around base. Made of metal. Very sturdy.

TO RETAIL AT $5.50

TF939 - 6" MINIATURE PIGTAIL
#900. 6-inch lead wire for series sets. Minimum quantity 6.

TO RETAIL AT 5¢ EACH

TF940 - PIGTAIL CANDELABRA
Size 6-inch lead #20 wire for multiple sets.

TO RETAIL AT 8¢ EACH

TF944 - STAR TREE TOP
#69. All metal star Soft light radiates from outer edge and from slots cut in center. Red plastic bead decoration. C7½ lamp with extension cord and plug.

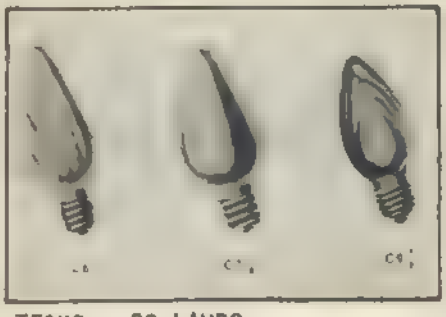
TO RETAIL AT $1.15

TF945 - COLOR POINT STAR TREE TOP
Edges of plastic points give off a bright red glow when illuminated. C7½ lamp. Complete with cord and tri-lug connector.

TO RETAIL AT $1.49

TF946 - ANGEL-LITE WITH STAR WAND
C7½ lamp illuminates translucent plastic star-studded dress, wand and amber halo. Molded silver wings. Cord with tri-plug.

TO RETAIL AT $1.75



TF948 - C6 LAMPS
Indoor series.

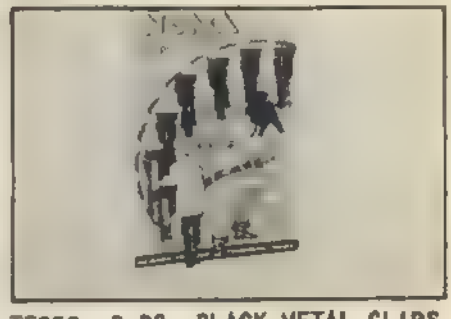
TO RETAIL AT 84¢ BOX 10

TF949 - C7½ LAMPS
Indoor independent type

TO RETAIL AT 12¢ EACH

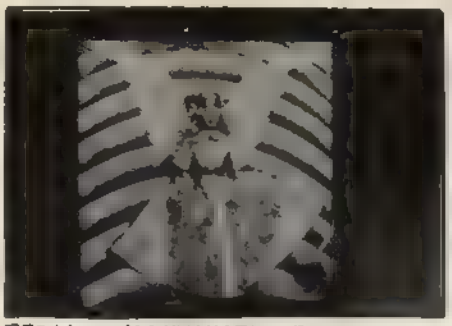
TF952 - C9½ LAMPS
Outdoor independent type.

TO RETAIL AT 15¢ EACH



TF953 -2 PC. BLACK METAL CLIPS
Easy to attach to branch of tree. Holds lamps upright. 8 on a card. Spring grip on socket holds firm grip on branch. Fits all indoor sets.

TO RETAIL AT 24¢ CARD

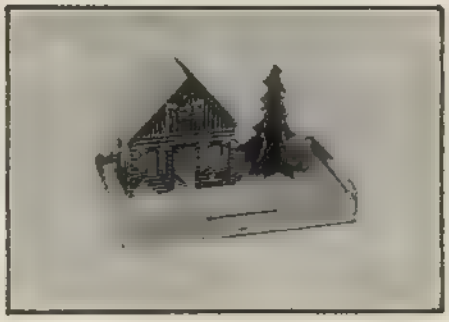


TF811 - ILLUMINATED TREE TOP ANGEL
#700. With C7½ lamp and halo.
TO RETAIL AT $1.75

TF812 - ANGEL TREE TOP
The crowning glory for a Christmas tree. Made of spun glass. 8 inches high. Fireproof. One in a box.
TO RETAIL AT 59¢

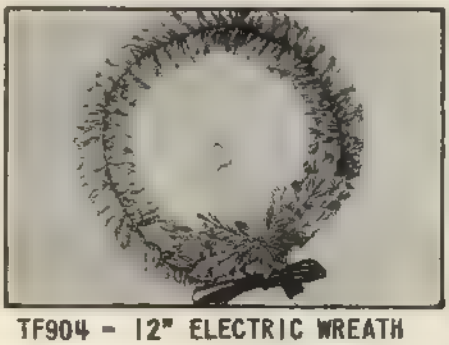
TF814 - RADIANT STAR TREE TOP
A polished aluminum tree top with an insulated center that fits any inside tree light. Fireproof. 6 inches. One in a box
TO RETAIL AT 29¢

TF840 - FOIL FIGURES
A set of foil figures consisting of Santa, Angel, Snowman, and Clown to hang on tree. About 4 inches high. 1 set to a box.
TO RETAIL AT 29¢ SET

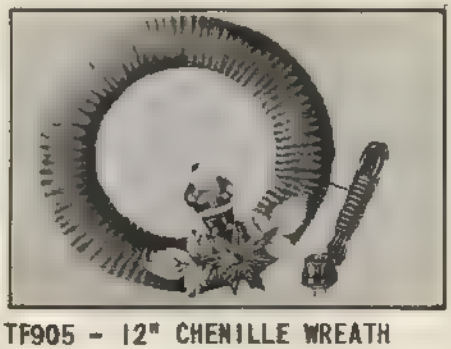


TF860 - ASST. CARDBOARD HOUSES
#910. Size 3¾x6⅝x3¾ inches. Assorted buildings representing a village. A bulb may be inserted in house to light up the town.
TO RETAIL AT 5¢ EACH

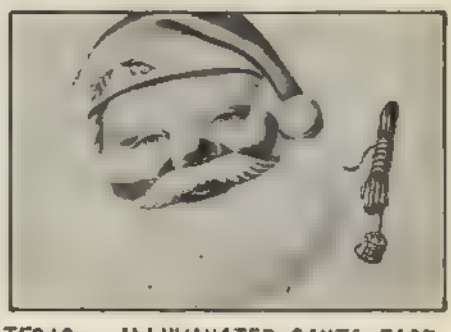
TF900 - RED CELLOPHANE WREATH
#W75 7-inch size to hang in window. Minimum quantity 6.
TO RETAIL AT 10¢



TF904 - 12" ELECTRIC WREATH
#1114. Red cellophane wreath with single candle and one C7½ lamp. With cord and plug.
TO RETAIL AT 85¢



TF905 - 12" CHENILLE WREATH
Red with colorful Santa figure in center and light behind. Complete with extension cord.
TO RETAIL AT $1.50



TF910 - ILLUMINATED SANTA FACE PLAQUE
#551. 14-inch full color, moulded plastic. Suitable for indoor or outdoor use. Two 120 volt multiple lamps. Easy to hang.
TO RETAIL AT $4.95

Cash In On $2,000,000.00 Worth of Cisco Kid ADVERTISING and PUBLICITY

Cisco Kid OFFICIAL

ACCESSORIES

STYLE C20 BELT AND HOLSTER
All leather—felt-backed Cisco Kid chrome conchas, spots and jewels
Single—to retail at 5.98
with gun 6.98
Double—to retail at 6.98
with guns 8.98

OTHER STYLES (Not shown)
Single—to retail at .98—3.98
with gun 1.98—4.98
Double—to retail at 1.98—4.98
with guns 2.98—6.98

CH510 CHAP SUITS boys and girls Leather and simulated-leather comb nation, with Cisco Kid chrome conchas, spots and embossing. Sizes 2 to 12—to retail at 5.98

OTHER STYLES (Not shown)
Simulated leather—to retail at 4.98
Genuine leather—to retail at 7.98

C900 CUFFS
All leather Cisco Kid conchas, spots and jewels
to retail at 1.98
Others, to retail at .98

C800 SWIVEL TRICK LARIAT
With safety breaking action and real bullet-shell fittings
to retail at .85

IN RADIO—
The 'Cisco Kid' radio show is now sponsored in over 150 markets. More are being added every day. Its competition beating Hoopers are sensational!

IN MOVIES—
Six thrilling new 'Cisco Kid' feature-length films released nationally, in 1949, by United Artists. And six more scheduled every year for four years!

IN TELEVISION—
Now in production in California. To be released in 1950. Already signed with a sponsor!

The $2,000,000.00 expenditure totals up to the biggest, long-term campaign ever carried on to win the enthusiasm and loyalty of young America for a great romantic Western personality. And, this program means gold—direct from the golden West—for 'Cisco Kid' retailers

DE-LUXE MATCHED SETS

Consists of belt and holster(s), cuffs and spurs in extra-large de-luxe box with matching die-cut tray. Each item is held securely in place to make a beautiful display

C220 (belt and holster(s), cuffs and spurs shown)
Single to retail at 10.00
with gun 10.98
Double to retail at 10.98
with guns 12.98

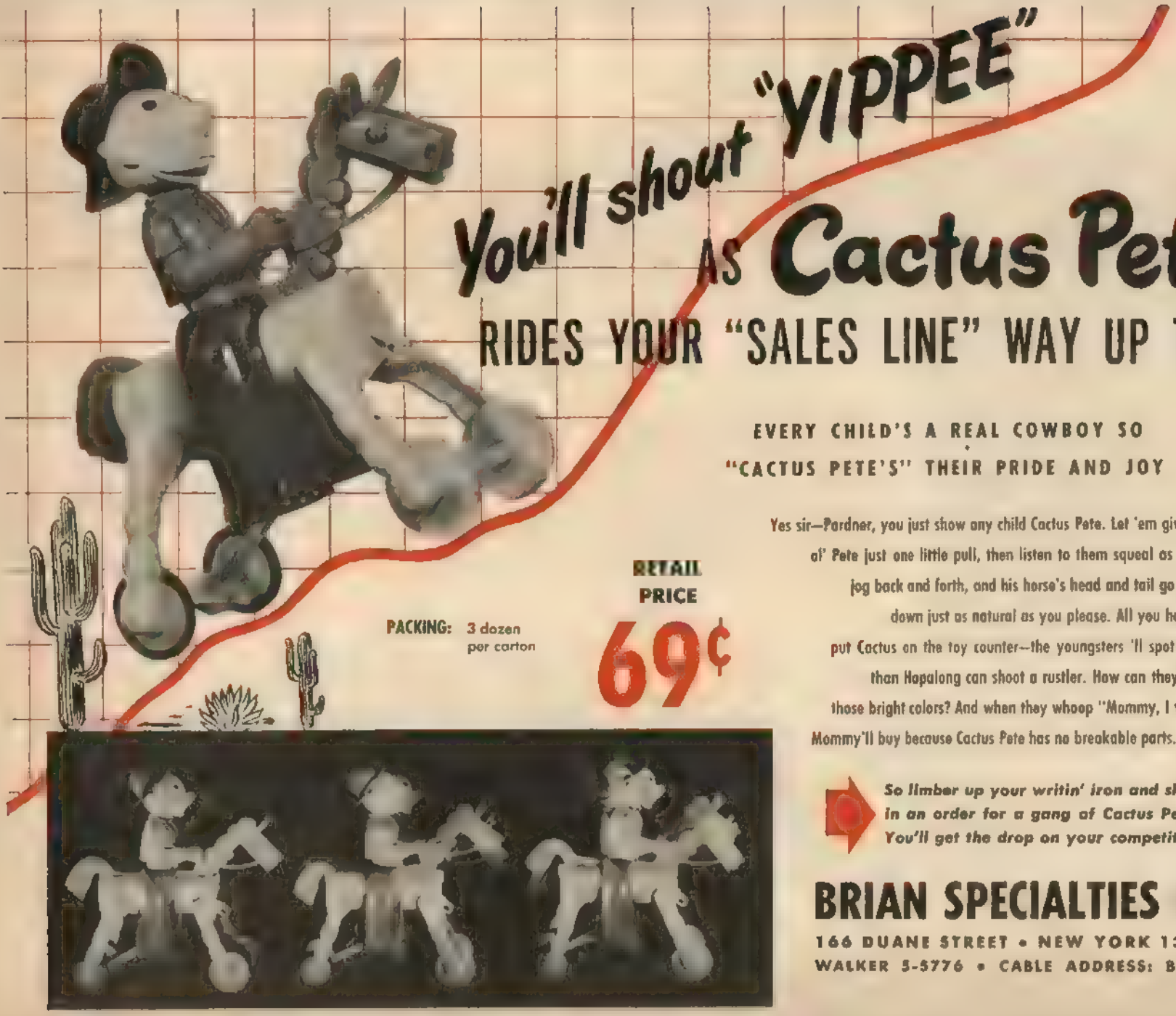
OTHER STYLES (Not shown)
Single to retail at 6.98— 7.98
with gun 7.98— 8.98
Double to retail at 7.98— 8.98
with guns 9.98—10.98

Available colors are black with white and silver trim — white with black and silver trim
All items individually packed in large 3-color display boxes

Cisco Kid LEATHER & METAL PRODUCTS CO.

SEE US ROOM 721 • HOTEL NEW YORKER • MARCH 6-17

Redwine Bldg., Olympic & Central
Los Angeles 21, California



You'll shout "YIPPEE" AS Cactus Pete

RIDES YOUR "SALES LINE" WAY UP THAR!

EVERY CHILD'S A REAL COWBOY SO "CACTUS PETE'S" THEIR PRIDE AND JOY

Yes sir—Pardner, you just show any child Cactus Pete. Let 'em give ol' Pete just one little pull, then listen to them squeal as they see Pete jog back and forth, and his horse's head and tail go up and down just as natural as you please. All you have to do is put Cactus on the toy counter—the youngsters 'll spot them faster than Hopalong can shoot a rustler. How can they miss those bright colors? And when they whoop "Mommy, I want that," Mommy'll buy because Cactus Pete has no breakable parts.

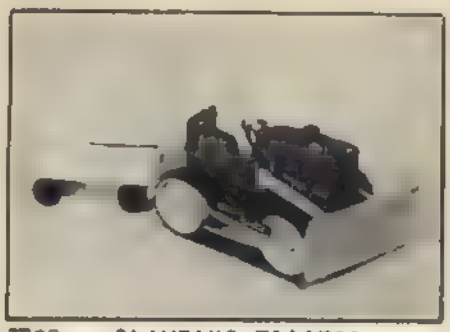
PACKING: 3 dozen per carton

RETAIL PRICE 69¢

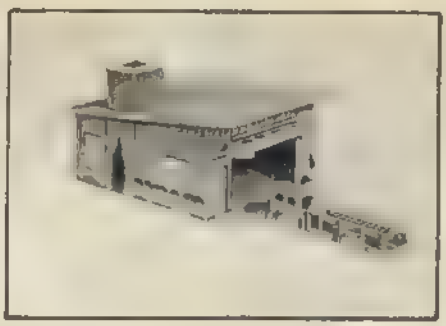
So limber up your writin' iron and shoot in an order for a gang of Cactus Petes. You'll get the drop on your competitors.

BRIAN SPECIALTIES INC.

166 DUANE STREET • NEW YORK 13, N. Y.
WALKER 5-5776 • CABLE ADDRESS: BRYNSAL



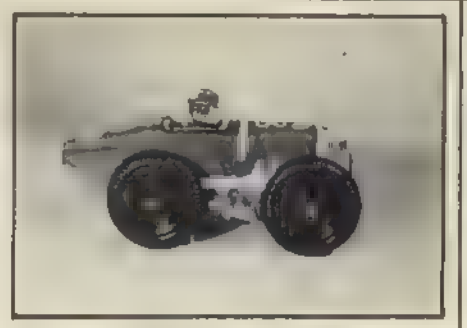
TP55 - CLIMBING TRACTOR
#1335. Latest design diesel caterpillar tractor, equipped with scraper and trailer. When tractor moves sparks stream from exhaust. Strongly built of plastic and metal. Tractor is 5½" x 4" x 3½". Trailer is 5-3/8" x 2¼" x 1½".
TO RETAIL AT $1.19



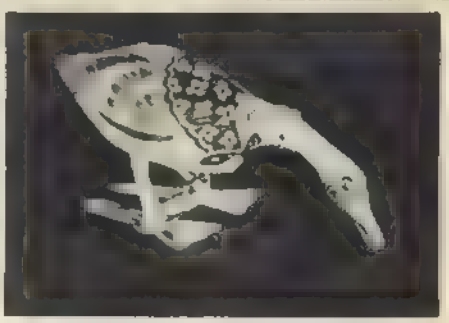
TP56-FIRE STATION WITH TRUCK
#4003. Station is made of brightly colored lithographed steel with automatic door. 8-3/4" x 6-5/8" x 4-3/4". Includes 6¼" plastic fire truck with aerial ladders.
TO RETAIL AT 98¢

TP57 - CLIMBING FIREMAN
#400. Colorful toy with clever mechanical action. Powered by strong clock spring motor with brake. Extension ladder measures 22-7/8 inches long. Fireman is 7-3/4 inches tall.
TO RETAIL AT $1.19

TP58 - SAIL-WAY
#333. Three colorful plastic boats holding boys and girls swing out and around tower. Equipped with three musical reeds. Diameter of base is 6¼ inches. Diameter of canopy is 4-3/4 inches. Toy is 9½ inches high.
TO RETAIL AT 98¢



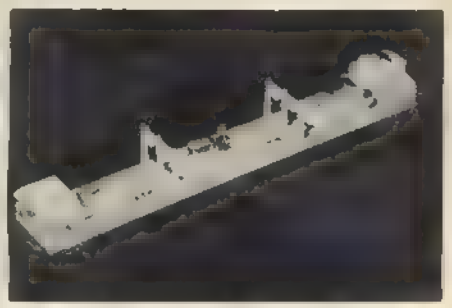
TP60 - MECHANICAL RACERS
#61. Come in assortment of bright lithographed colors. Equipped with balloon type metal wheels, strong spiral spring motor with key attached and driver in seat.
TO RETAIL AT 33¢



TP61-GERTIE, GALLOPING GOOSE
#200. Colorfully lithographed galloping goose. 9½" x 3½" x 6¼"
TO RETAIL AT 79¢

TP62 - HILL-BILLY EXPRESS
#515. Colorfully lithographed metal tunnel and track. When wound locomotive travels out of tunnel. With amusing character as driver. 17 inches long, 2¼ inches wide, 4¼ inches high.
TO RETAIL AT 49¢

TP63 - KIDDY CYCLIST
#3W. Boy rides tricycle when wound up. Wheels of tricycle are deccrated with colorfully lithographed fairy tale characters. 17-3/4" x 8¼" x 7-3/4"
TO RETAIL AT $1.98

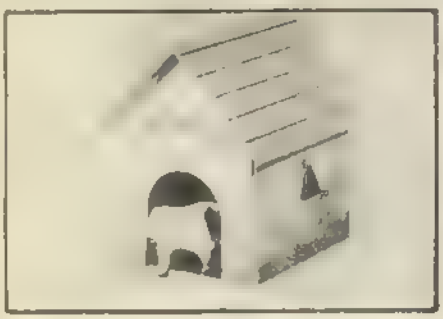


TP64 - LINCOLN TUNNEL
#1937. Colorfully lithographed track with tunnel at each end. When wound up 6 cars move around track from one tunnel to the other. Policeman stands between tracks and directs traffic.
TO RETAIL AT $1.98

TP65 - BOMBO THE MONK
#2002. Bombo hangs from the leaf of a coconut tree and turns somersaults around the branch when wound up. Lithographed in many colors.
TO RETAIL AT 98¢

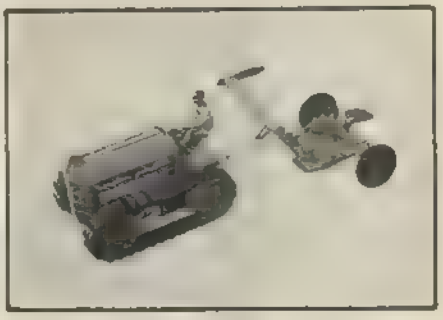
TP66 - YIPEE-I-AAYE
#1601. Rodeo Joe drives the jeep forward, backward and around corners, when wound up. In colorfully lithographed metal. 7-3/4 inches long. 4 inches wide, 9-3/4 inches high.
TO RETAIL AT $1.49

TP67 - SWINGING CAROUSEL
#610. Bell rings and seats swing wide as speed increases. Made of brightly decorated, durable plastic with long running motor. Approximately 8½ inches high, 12 inches in diameter.
TO RETAIL AT $2.89

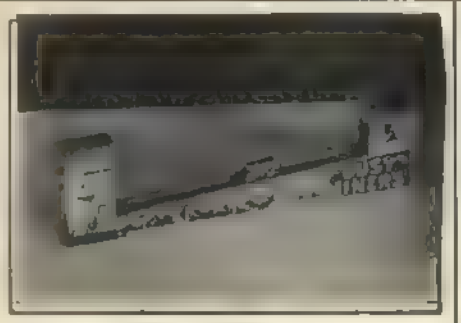


TP79 - "POP THE PUP"
Dog responds to commands. Clap hands, shout or whistle and out pops the dog. Durable, noninflammable material is colorfully decorated.
TO RETAIL AT $1.98

TP82 - COWBOY ON HORSE
#515. Made of colorfully lithographed metal with strong motor. When wound the cowboy moves back and forth and the horse rocks up and down. 6½ inches long.
TO RETAIL AT 69¢

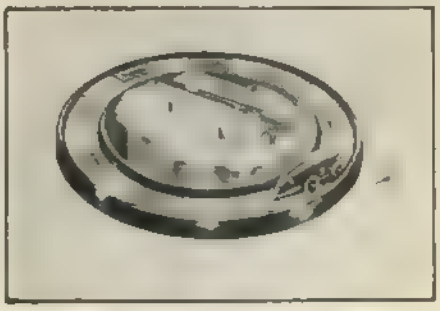


TP95 - TRACTOR AND MOWER
#385. Made of lithographed steel. Tractor has long running motor with brake, plastic wheels, sure-grip rubber tread for climbing steep grades and pulling loads. Cutting bar of mower moves realistically. Attaches to rear of tractor.
TO RETAIL AT $1.15



TP110 - BUSY MINER
#25. Lithographed to resemble real mine shaft. Equipped with a mine car that runs from top to bottom. Long running motor has stop and go feature. 16½ inches long, 2¼ inches wide, 4-1/8 inches high.
TO RETAIL AT 98¢

TP111 - AUTO SPEEDWAY, JR.
#150. All metal lithographed speedway in bright colors. Equipped with racer, which is guided by extension arm, enabling it to make hairpin turns. Precision clock-like motor gives extra long run. 11½ x 3½ inches.
TO RETAIL AT 39¢



TP126 - CROSS COUNTRY RACER
#125. Interesting action game for 2 or 3 players. Cross country map and outside blocks lithographed on embossed metal Racing car indicates movement of pegs. First peg to reach starting point wins game.
TO RETAIL AT 75¢

Authentic Western

CODY COLT

MANUFACTURED UNDER U.S. PATENT No. 2463891 OTHER PATENTS PENDING CANADA PATENT No. 375016

CODY COLT AMMUNITION
Packed Four Rolls to a Two Color Box 1500 shots to roll for 10c
No. 34 Ammunition is used in Cody Colt Six Shot No. 44 and Big Shot Firecracker

AUTOMATIC · HARMLESS PAPER BUSTER GUN

CATALOG No. 53

Packed in the

4 COLOR HOLSTER PACKAGE

Heavy diecast construction gun metal baked enamel finish with embossed ivory handles and finely engraved body and barrel. Individually packed in a four color holster box complete with one roll of ammunition.

Length, 8 inches
Height 4 inches
AN OUTSTANDING VALUE TO RETAIL FOR

$1 RETAIL PRICE

LANGSON MFG. CO., 4200 W. Wrightwood • Chicago 39, Ill.

TRADITIONALLY AMERICAN!

The Sensational

BIG SHOT

HARMLESS PAPER BUSTER FIRECRACKER

CATALOG No. 55

ABSOLUTELY NEW!

A completely harmless firecracker that can be sold in *any* community in the country.

Explodes with a loud report and can be shot thousands of times.

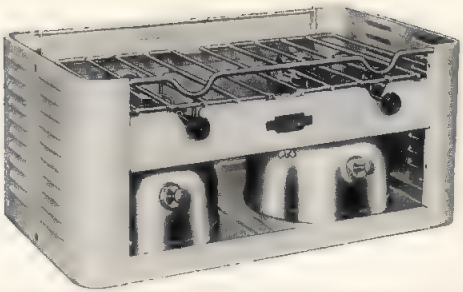
All steel construction—finished in a "firecracker" red and chrome yellow printing.

An ideal noise maker for all occasions.

IT'S BIG BODY SIZE
Diameter 1⅜ inches by 6½ inches long, plus long, simulated fuse

59c RETAIL PRICE

LANGSON MFG. CO., 4200 W. Wrightwood • Chicago 39, Ill.



Coleman

2-BURNER

MARINE STOVE

ALCOHOL and KEROSENE MODELS

The Only INSTANT-LITE Marine Stove on the Market!

SAFE! Can't Spill Fuel . . . No Fuel Exposed!

Here is the perfect stove to have on board to whip up quick, hot meals for the whole crew. Enjoy all of these convenient features:

Lights Instantly! No priming necessary. Burners generate to full cooking heat in 60 seconds at room temperature.

Regulates easily to any desired cooking heat. Cooks faster than a city gas range.

Plenty of cooking space for two regular size utensils . . . yet stove itself takes up little space in the galley. Size: 21½" long, 12½" wide, 9⅜" high.

Guard rails built in front and back standard equipment. Pot holders extra.

Won't rust or corrode even in salt water areas.

Safe! Fuel containers can't be filled while stove is lighted. Can't spill fuel even if upset

Nickel plated brass fuel founts. Each holds 1 quart of fuel and operates 4½ to 6 hours.

Meets Yacht Safety Bureau Requirements when properly secured in your galley. Equipped with two easily detachable portable burners for the improved safety and convenience of filling ashore. It is not, however, recommended that burners be operated outside of stove casing while afloat.

Mail coupon below for further information about this handy marine stove.

Defy Wind and Rain!

Coleman ALL-WEATHER

KEROSENE LANTERNS

This famous Coleman mantle lantern makes and burns its own gas from kerosene. A 105 mile gale won't blow it out . . . Gives a bright dependable light during the severest storm. Instant lighting . . . Absolutely safe . . It can't spill even when tipped over. Pyrex globe unaffected by heat.

Model No. 237—Large single mantle lantern. Fuel capacity 1 qt. for 9 to 10 hours lighting service.

Model No. 249—Smaller mantle lantern. Fuel capacity 1½ pt. for 7 to 9 hours lighting service.

THE COLEMAN COMPANY, INC.
Wichita, Kansas

THE COLEMAN COMPANY, INC., Dept. 254-MB
WICHITA 1, KANSAS

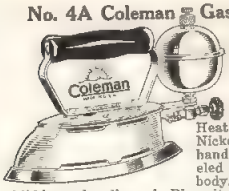
Please send me FREE illustrated literature on the Two-Burner Marine Stove and the Kerosene Lantern

NAME_____

ADDRESS_____

CITY_____ STATE_____

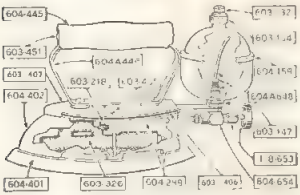
No. 4A Coleman Gasoline Irons



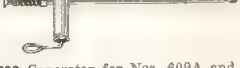
Instant lighting. Burner extends full length of iron, heating entire bottom with the point the hottest. Nickel plated beveled base. Heat can be regulated. Nickel plated steel lid and handle frame. Blue enameled wooden handle and body. Two piece ventilated lid keeps handle cool. Blue vitreous body rust-proof, easy to keep clean. Brass fount and value unit. Fount cap., ½-pt. Stand, pump and measuring can. Lgth., 10¾-ins. Width, 4¼-ins. Hght., 6½-ins. Wt. filled, 6½-lbs. Packed 6 in Shipping Varton.

No. **4A**. Coleman Irons. Ship. wt. 8 lbs. . . .Each **8.95**

Parts and Supplies for Coleman Self-Heating Iron No. 4-A

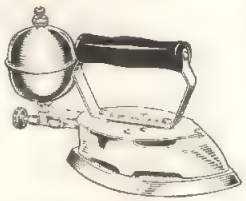


Part No.	Name of Part	Each
104-905	Gas Tip Cleaning Needle	.09
216-509	Pump Leather	.06
362-950	Wrench	.21
410-585	Pump	.75
603-132	Filler Plug Air Stem	.27
603-136	Filler Plug Gasket	.08
603-147	Lock Nut	.09
603-164	Filler Plug Complete	.48
603-218	Gas Tip (Marked "I")	.09
603-326	Burner Manifold (Less Plug)	.99
603-451	Handle Bolt	.09
603-455	Frame Bolt	.09
603-653	Generator Valve Stem and Pack Nut (Less Needle and Holder)	.45
604-159	Fount (Less Filler Plug)	1.80
604-299	Roto-Type Generator (Gas Tip Marked "I")	.70
604-401	Base	1.65
604-402	Iron Body	1.20
504-445	Iron Handle	.33
604-654	Valve Body	.75
604A189	Fount, Valve and Generator Complete Assembled	4.05
604A446	Handle Bracket	.27
604A648	Fuel Intake and Air Wire (Marked "AY")	.42
604A657	Generator Valve, Fuel Intake and Air Wire Complete Assembled	1.95
609-444	Stand	.42



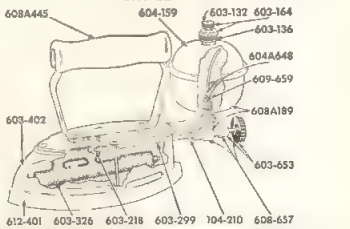
No. **604-299** Generator for Nos. 609A and 4A irons. Has automatic cleaning needle operated by a rotary lever. Keeps gas tip clean for free flow of gas—insures better and longer service. . . . . Each **.70**

No. 12 Coleman Gasoline Irons



Instant lighting, has 16 square inch sole plate, speeds work, well balanced and glides smoothly, burner extends full length of iron; long life brass generator with glass tip cleaning needle, tapered edge and pointed heel prevents wrinkles, do better ironing. Brass fount and value, strong and rustproof, holds ½ pint of fuel—enough for three hours continuous ironing. Boxed complete with stand, pump, wrench and funnel. Overall dimensions, width 3¾-ins., length 10½-ins., height 6½-ins. Net wt. 6½ lbs. Ship. Wt. 7½-lbs. Packed 6 in shipping carton. No. **12** Gasoline Iron . . . . . Each **6.45**

Parts and Supplies for Coleman Good Value Iron No. 12



Part No.	Name of Part	Each
104-210	Jamb Nut	.08
216-509	Pump Leather	.06
410-585	Pump Complete	.75
603-132	Filler Plug Stem	.27
603-136	Filler Plug Gask.	.08
603-136	Filler Plug Comp.	.48
603-218	Gas Tip (Marked I)	.09
603-299	Generator Cleaning Needle and Holder (Gas Tip Marked D)	.60
603-326	Burner Manifold Casting Only	.99
603-368	Cleaning Needle and Holder	.27
603-653	Generator Valve Stem and Pack Nut (Less Cleaning Needle and Holder)	.45
604A648	Fuel Intake and Air Wire (Fuel Intake marked AY).	.42
608-657	Generator Valve Fuel Intake and Air Wire complete	1.95
608A189	Fount, Valve and ½ Generator, complete assembled	4.05
609-659	Fuel Intake Protector and Screen	.21
612-401	Base	1.65
604-449	Stand	.33
604-820	Fuel Measuring Can	.33
362-950	Wrench	.21
606-602	Iron Body	.60
604-159	Fount (Less Filler Plug)	1.80
608A445	Iron Handle	.33

Mrs. Potts' Sad Irons

Standard weight and size, 4 pounds each.

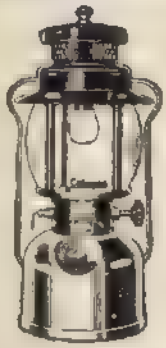
Set consists of 2 irons and one detachable handle. Black polished. Weight per carton 51 pounds.

No. **154-2** Irons . . . . . per Set **1.90**

Extra Handles. Hazel grip. Cast iron stretcher, japanned. Wood grip. Weight per dozen, 7 pounds. . . . . per Doz. **5.20**

Coleman Products on this page are factory list prices.

Coleman Gasoline Appliances and Supplies



Coleman Lantern No. 242C. Single mantle lantern with Pyrex globe. Silk Lite mantle, 5½" ventilator top of green porcelain enamel, 1½ pint fuel capacity, enough for 7 to 9 hours of light. Height overall 12½". Shipping weight 4 lbs. Retail 9.95.

No. 23R9. Each.....**6.82**

Reflector for above. Retail 2.25.
No. 23R28. Each.....**1.47**

Coleman Lantern No. 220D. Double mantle lantern with Pyrex globe. Silk Lite mantles, 1 pint fuel capacity, 2 pint fuel tank, stainless steel ventilator top. Two pint fuel capacity sufficient for 10 to 12 hours of light. Shipping weight 6 lbs. Retail 14.95.

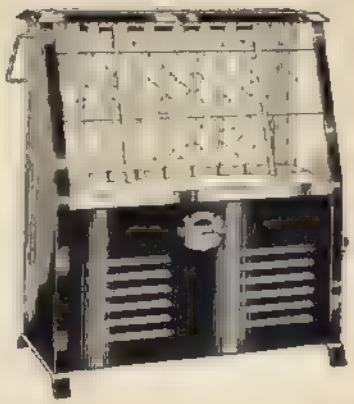
No. 23R11. Each.....**8.19**

Same as above with 8¾" top. (Mfg. No. 228D.) Retail 13.95.
No. 23R12. Each.....**8.88**

Reflector for above. Retail 2.75.
No. 23R29. Each.....**1.79**

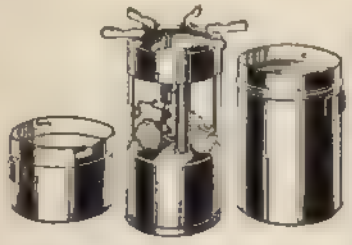
Coleman Table Lamp No. 152. Dual fuel burning lamp, using gasoline and kerosene. Oversize generator with extra wide, heavy gauge two mantles 2 pint fuel capacity enough—for 10 to 12 hours service. Overall height of lamp 19½". Fluted parchment paper shade. Base finished in ivory with gold trim. Shipping weight 6 lbs. Retail 13.95.

No. 23R7. Each.....**9.28**



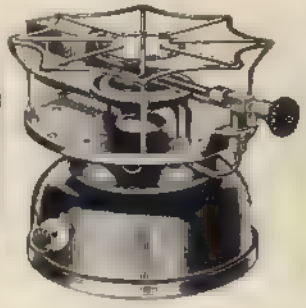
Coleman Radiant Heater No. 16. Portable type heater with aluminum heat reflector steel, brass guards. Brown enamel finish. Single unit construction, sweep generator in line with burner for perfect combustion and clear combustion. Heavy sheet steel tank, 5 lbs. x 7 pints. Height 18½", width 16", depth 7½". Shipping weight 24 lbs. Retail 24.95.

No. 23R20. Each.....**16.27**



Coleman G. I. Pocket Stove, No. 530. Instant-lighting stove in nickel finish. Brass and stainless steel burner; brass fuel fount with one pint capacity, 8¾" folding grates, built-in pump. Two-piece aluminum case may be used for cooking. Height 8⅝", diameter 4¾", weight ¼ lbs. Packed four to carton. Retail 9.95.

No. 23R10. Each.....**6.52**



Coleman Speedmaster Stove No. 500. Instant-lighting single burner stove with 2 pint fuel fount, built-in pump, long-lasting generator. Wind-proof quiet cordless, completely safe. Height 7½", width 10", shipping weight 5½ lbs. Retail 9.95.

No. 23R15. Each.....**6.83**

Coleman Folding Camp Stove No. 425. Instant-lighting 2-burner stove, with 2½ pint capacity removable fuel tank, folding windshields and legs. Green baked enamel finish. Size 18½ x 12 x 17". Shipping weight 13 lbs. Retail 19.95.

No. 23R14. F. h.....**6.83**

Same as above with 3½ pint fuel tank, size 21 x 13⅝ x 17". Shipping weight 18 lbs. Retail 23.95. (Mfg. No. 413D.)

No. 23R13. Each.....**9.57**

Coleman Folding Camp Stove No. 426. Instant-lighting 3-burner stove, with 3½ pint capacity removable fuel tank. Built-in pump, folding windshields and legs. Green baked enamel finish. Size 25⅝ x 14 x 6½". Shipping weight 25 lbs. Retail 32.95.

No. 23R16. Each.....**13.69**

Coleman No. 10 Folding High Stand. Firmly supports all portable stoves of table height. Steel construction, sturdy braces. Folds [illegible] size. Shipping weight 8½ lbs. Retail [illegible].

No. 23R17. Each.....**2.58**

Coleman Cabin and Trailer Stove No. 391A. Instant-lighting universal cooking unit with two burners and large cooking surface (19¾ x 10⅝"). Instant removable fuel tank, 4 pint capacity. Heavy top [illegible] body fitted in heavy baked enamel. Complete [illegible] Shipping weight 15 lbs. Retail 24.95.

No. 23R18 Each.....**10.26**

Coleman Cabin and Trailer Stove No. 395. [illegible] with [illegible] cooking top 2 [illegible] size 17 x 12 x 7". Shipping weight 9 lbs. Retail 19.95.

No. 23R19 Each.....**13.69**

Reto-Type Generator No. T66. Made for Coleman Lanterns No. 4[illegible] packed ½ doz.

No. 23R26. Per doz.....**5.18**

Over size Generator No. T44G. Made for Coleman Lanterns Nos. 2[illegible]228. Packed ½ doz.

No. 23R25. Per doz.....**5.18**

Jumbo Rotary Generator No. R55. Used on all quick action lamps and lanterns. Automatic cleaning [illegible] never. Packed 1 doz.

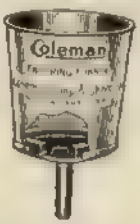
No. 23R24. Per doz.....**6.04**

Pyrex Globe No. 550. Heat resistant glass. Fits types for No. 242 lantern. Packed ½ dozen. Retail 1.00.

No. 23R23.
Per doz.....**6.64**

Pyrex Globe No. 330. Straight type for No. 220 and 228 lanterns. Packed ½ doz. Retail 1.25.

No. 23R22.
Per doz.....**8.92**



Filtering Funnel No. 0. Made of copper with fabric filter, 2½" diameter. Packed ½ doz. Retail [illegible].

No. 23R30.
Each.....**.49**

Filtering Funnel No. 1A. Made of aluminum 4½" diameter. Packed ½ doz. Retail 1.95.

No. 23R27
Each.....**1.33**

Coleman Self-Heating Iron No. 4A. Nickel plated base, lid and frame. 1 pint brass fount. Two-piece ventilated handle keeps handle cool. Complete with stand, pump, wrench, measuring can. 4¾" wide, 10⅜" long, 6½" high. Weight 6½ lbs. Retail 8.95.

No. 23R8 Each.....**5.90**

Coleman Raytex Mantles No. 3T. Good quality rayon fibre. Durable construction, strong single weave. Fits all Coleman lanterns. Packed ½ doz. to box, 1 gross to display carton.

No. 23R27. Per doz.....**88**

EXTRA DISCOUNTS AVAILABLE ON FACTORY SHIPMENTS—WRITE FOR DETAILS

FOR THE OUTDOORS

"Therm-A-Jug" — Regular Model — One-Gallon Capacity. Hammered gray weather-coated enamel finish over zinc coated steel with red cap and handle. Features **Insulating Seal** for longer hot and cold retaining periods. Blue white food-enamel-coated aluminum liner. Spun fibre glass insulation—sanitary and light-weight. Perma-rivet free-swing bail handle. Each in carton. Shipping weight about 3¼ lbs. Retail 2.95.

No. 5C31. Each **1.95**
Lots of 6 or more, Each **1.84**

"Therm-A-Jug"—Deluxe Spigot Model—One-Gallon Capacity. All famous features of regular model (No. 5C31), including **Insulating Seal**—plus—built-in, push button spigot that runs free, never clogs, and releases liquid at touch of button. Push-button guard guarantees against accidental release of liquids. Built in seal-fit drinking cup. Each in carton—shipping weight about 3¼ lbs. Retail 4.95.

No. 5C33. Each **3.27**
Lots of 6 or more, Each **3.07**

"Therm-A-Jug"—Spout Model—One-Gallon Capacity. All features of the regular model (No. 5C31), including **Insulating Seal**—plus—easy-pour spout built into jug. For instant pouring and no insulation loss from removing the jug cap. Built in seal-fit drinking cup. Each in carton—shipping weight about 3¼ lbs. Retail 3.95.

No. 5C32. Each **2.61**
Lots of 6 or more, Each **2.45**

"Therm-A-Jug"—Spigot Model—Two-Gallon Capacity. Built for business, pleasure, and commercial use. Includes all features of regular model (No. 5C31), including **Insulating Seal**—plus—extra-heavy-duty construction, push button spigot for easy use with recessed safety button. Each in carton—shipping weight about 6 lbs. Retail 7.95.

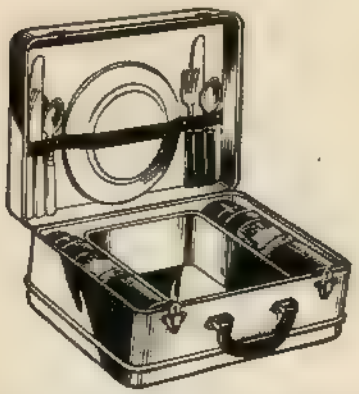
No. 5C34. Each **5.26**
Lots of 6 or more, Each **4.93**

Pik-Pak Stainless Steel Extension Forks. Four interlocking extension forks in a smart, modern compact carrying case. Stainless steel parts will never rust or tarnish. Natural finish hardwood handles. Fork closes to 19½", extends to 30" and locks in position for safety and comfort when preparing food over an open fire. Sturdy screw top carrying case has waxed liner; convenient shoulder cord for easy handling of the set on hikes or from car to picnic bench. Retail 2.49.

No. 23R43. Per set **1.84**

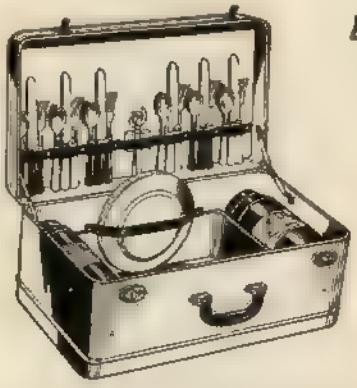
12-Piece Plastic Iced Drink Set. Contains six 12-ounce shatter-proof, plastic tumblers in six translucent colors — green, red, amber, blue, yellow, and white—and—six 8" plastic spoons in matching colors. E-Z Drink rim on tumblers. Each set in lithographed display carton with handle for carrying. 12 sets in shipping carton. Weight 19 lbs.

No. 15C294. Per Set **1.00**



Ala-diner 2-Party Outing Kit. Case is strong and sturdy, of bright, high tension, rustless aluminum 10½" x 14½" x 5¼". Heavily nickeled hardware with molded plastic easy grip. Fitted with two sets of stainless steel plastic handled cutlery, two 8" plastic plates and two famous Aladdin Hy-Lo pint size vacuum bottles. Removable sandwich compartment. Case has rounded corners. Retail 17.00.

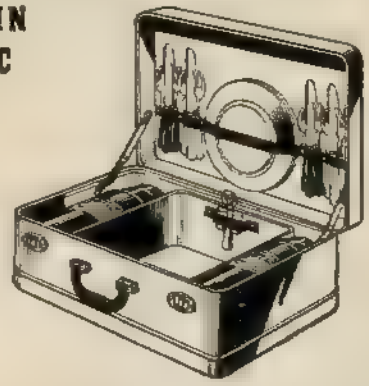
No. 5C28. Each **11.02**



Ala-diner 6-Party Outing Kit. Family-size kit furnished for six people. Sanitary case of gleaming rustless aluminum with heavily nickeled hardware and molded plastic grip. Size 2 1" x 12¾" x 8½". Removable sandwich compartment. Case has rounded corners. Contains six 8" Plastic Plates, six Plastic Cups, six sets of plastic-handled cutlery, plastic salt and pepper shakers, combination corkscrew can opener, and two one quart Aladdin Hy-Lo Vacuum Bottles. Retail 34.00.

No. 5C26. Each **22.05**

ALADDIN PICNIC KITS

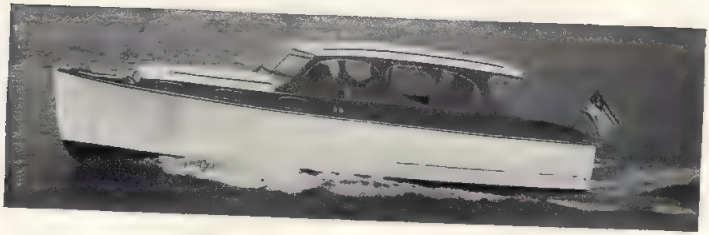


Ala-diner 4-Party Outing Kit. Strong, sturdy, sanitary aluminum case with heavily nickeled hardware and molded plastic grip. Service for four includes brightly colored 8" plastic plates, stainless steel knives, forks and spoons with plastic handles, plastic salt and pepper shakers, combination corkscrew can opener, and two one-quart Aladdin Hy-Lo vacuum bottles. Removable sandwich compartment. Case has rounded corners. Overall dimensions 12¾" x 19¼" x 7". Shipping weight 10 lbs. Retail 28.00.

No. 5C27. Each **18.13**

COLONIAL CRUISERS

20th Anniversary Series



Experienced yachtsmen are enthusiastic about the new 37-foot 20th Anniversary Colonial Cruisers.

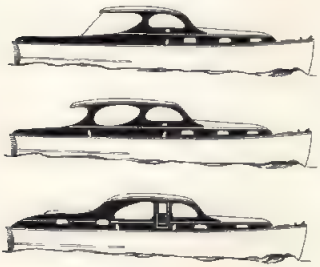
There are many new features to make your yachting safer, more cheerful and most comfortable. A few of these new features are a large tiled stall shower, an attractive built in vanity, added storage space and other conveniences.

Three desirable models are available in single or twin screw.

The SPORT CRUISER has berths for four and a large open cockpit so necessary for handling those big fish off-shore.

The sedan WANDERER sleeps six, has a large cheerful bridge and generous sized open cockpit.

The new AFT CABIN CRUISER has four separate compartments, berths for seven persons and two toilet rooms.



Check carefully the time-tested construction details of the Colonials with the 4" oak keel, 1¼" x 2¾" oak frames, 1" white cedar planking, hand caulked seams, Everdur plank fastenings, solid mahogany superstructure, etc. You will then realize why those "in the know" are selecting Colonials because of their long life, low maintenance costs and enviable resale value.

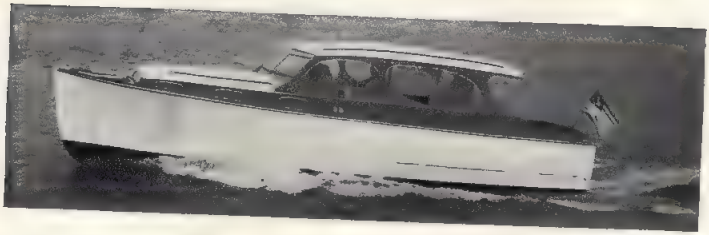
A few choice territories open to qualified dealers.

For information, write:

COLONIAL BOAT WORKS, INC. Drawer 309 MILLVILLE, NEW JERSEY

COLONIAL CRUISERS

20th Anniversary Series



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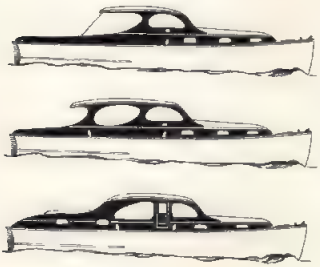

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A few choice territories open to qualified dealers.

For information, write:

COLONIAL BOAT WORKS, INC. Drawer 309 MILLVILLE, NEW JERSEY

New Matching "Colorama" Kitchen-Ware

NAT-MAID [illegible] Wash the new pro-
[illegible] keeps [illegible] fresh and
[illegible] for [illegible]

HOSTESS MUSICAKE

(A) Set your hot [illegible] above with this revolving [illegible] Plays [illegible] 10½-in. diam [illegible] Red, Red, Green or Chartreuse [illegible]
86 T 5781L—Ship. wt. 8 lbs. Stock color . 7.79

(B) [illegible] same as (A) above, [illegible]
86 T 5781L—Ship. wt. 4 lbs. 8 oz. ... 3.39

process [illegible] [illegible] and [illegible] for [illegible]

ELECTRIC POPPER, COLORAMA 6 PC. SET

(C) Takes only a few minutes to pop [illegible] white popcorn. And [illegible] straight [illegible] The [illegible] stirring [illegible] or shaking [illegible] stove can be used as [illegible] holds right amounts of [illegible]
110 [illegible] AC only. [illegible] 2-qt. [illegible] Ship. wt. 4 lbs. 4.79
86 W 2409L—Popper only. Ship. wt. 4 lbs. 4.79

FOLD-AWAY TABLE

(D) [illegible] Table [illegible] tubular legs, stands rigid [illegible] no teetering. Working surface 22½ [illegible] 12½ [illegible] 18 [illegible] Ship. wt. 11 lbs. 5.95

6-PC. BEVERAGE SET

(E) The [illegible] 2-qt. pitcher, matching 13-oz. [illegible] ex 12-oz. tumblers in assorted colors. All [illegible] less, odor [illegible]
86 T 5784L—Ship. wt. 8 lbs. 7.79

4-PC. TUMBLER SET

(F) [illegible] these [illegible] Protect [illegible] with, not chip, break, [illegible] Four 12-oz. tumblers in dishwasher-safe shades [illegible] Red, Green and Chartreuse.
86 T 5785L—Wt. 1 lb. 8 oz. ... 4-Pc. Set 2.79

MUSICAL ICE VAULT

(G) [illegible] For [illegible] [illegible] [illegible]

Colt Automatic Pistols

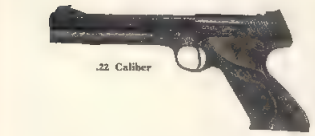
Government Model

The safety features make it impossible for the firing pin to touch the primer except upon receiving the full blow of the hammer.

Full blued finish; checked walnut stocks; checked trigger; checked arched housing. Capacity of magazine, 7 shots. Length of barrel 5 inches. Length overall 8½ inches. Weight 39 ounces.

No. **9545B**. .45 Caliber, Government Model. Uses the .45 Automatic Cartridge .....Each **65.00**

Colt's Match Target Woodsman Automatic Pistols



Automatic slide stop; concealed extractor. Improved magazine, longer grips. Heavier slide. Coltwood Plastic stocks. Push button magazine catch; faster lock time; grip adapters.

Ammunition: .22 long rifle regular or high speed. 10 shot. 5 shot magazine also available. Length of barrel, 6 in. Length overall, 10½ in. Coltmaster rear sight, adjustable trigger. Finish dual tone blue, glare-proofed. Weight, 41 ounces.

No. **NM22B**—Match Target Woodsman's Automatic Pistols .....Each **85.00**

No. **22MTM**—Extra Magazines for above.Each **4.00**

Colt's Woodsman Automatic Pistols

Target Model

Equipped with concealed lanyard loop in heel of pistol butt to guard against loss. Ammunition: .22 Long Rifle, regular, high speed or high velocity. 10 shot. Length of barrel, 6 in. Length overall, 10½ in. Coltmaster rear sight, adjustable Patridge. Grooved trigger. Coltwood plastic stocks, checkered. Grip adaptors in two sizes. Dual tone blue finish. Weight 33 Ounces.

No. **9022B** Woodsman Target Model Automatics .....Each **70.00**

Sport Model

Same specifications, except with 4½-in. barrel, fixed rear sight. Weight 31 oz.

No. **9422B** Woodsman Sport Model Pistols.Each **60.00**

No. 22B—Extra magazine for Nos. 9022B, 9422B. .....Each **4.00**

Model G-380 High Standard Automatic Pistols

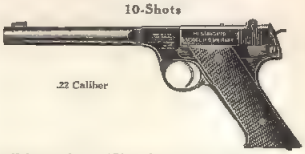
6-Shot

Deep rifling, Takedown slide removed without tools. Positive safety. Blued steel finish. Shoots high velocity and regular cartridges. Visible hammer, 5 inch barrel. Plastic grips. Fires .380 Caliber Automatic cartridge. Weight approx. 40 oz. 6 Shots.

No. **G-380** High Standard Pistols .....Each **55.00**

Model H-D Military Hi-Standard Automatic Pistols

10-Shots



Small bore, deep rifling for extreme accuracy. Take down—Slide removed without use of any tools for cleaning and inspection. Safety—Positive, locks the sear. Positive extractor, Blued steel finish. Visible hammer, automatic slide lock, adjustable rear sight, walnut grips. Weight about 41 ozs.

No. **H-D 22-6¾"** Barrel Automatic Pistols..Each **55.00**

No. **H-D 22-4½"** Barrel Automatic Pistols..Each **55.00**

Model G-B Hi-Standard Automatic Pistols

10-Shot

Deep rifled barrel for extreme accuracy. Takedown Slide removed without use of any tools, for inspection and cleaning. Positive safety locks the sear. Positive extractor. Blued steel finish

Hammerless, with special diamond checkered plastic grips. Has 6¾ and 4½ inch barrel length.

No. **GB-22**, Hi-Standard Automatic Pistols with 6¾ inch barrel. Wt., 36 oz. .....Each **54.00**

No. **GB-22** Hi-Standard Automatic Pistols with 4½ inch barrel. Wt., 34 oz. .....Each **54.00**

Model G-E Hi-Standard Automatic Pistols

10-Shots

For .22 caliber long rifle cartridges. Automatic slide lock and adjustable rear sight. Walnut thumb rest grips. Hammerless. 10 shots.

No. **GE-22** Hi-Standard Automatic Pistols with 6¾ inch barrel. Wt., 44 oz. .....Each **75.00**

No. **GE-22** Hi-Standard Automatic Pistols with 4½ inch barrel. Wt., 39 oz. .....Each **75.00**

Model G-D Hi-Standard Automatic Target Pistols

10-Shot

For .22 long rifle, rim fire cartridges. Hammerless. Automatic Slide Lock. Adjustable rear sight. Furnished with either 6¾ or 4½-in. barrel. Weight, 6¾-in. barrel 41 oz., 4½-in. 36 oz. Walnut checkered grips.

No. **GD-22** High Standard Target Pistols..Each **67.00**

Model GE-22 Same, but with walnut thumb rest grips. Wt. 6¾ in. barrel, 44 oz.; 4½-in., 39 oz.Each **67.00**

Prices Shown are Manufacturers' Lists

Colt Police Positive Special Revolvers

Calibers
.38 Special
.38 Police Positive
.32 Police Positive

Six Shots
Double Action

A standard service arm for many police departments in this country. A medium weight revolver that combines balance, accuracy and power.

Ammunition: .38 Special (mid-range, regular and high speed loads, including .38-44);—.38 cal.: .38 Police Positive (New Police), .38 S & W—.32 cal. .32 Police Positive (New Police) .32 S & W Short, .32 S & W Long. Length of barrel 4 inches. Length overall 8¾ inches. Weight 22 ozs. Sights: Fixed type, ramp style, glare proofed. Trigger: grooved. Hammer Spur: Checkered. Stocks: Coltwood plastic checkered. Finish: Dual tone blue, glare-proofed.

No. **2538** Colt .38 Special Revolvers.....Each **65.00**
No. **2638** Colt .38 Police Positive Revolvers..Ea. **65.00**
No. **2432** Colt .32 Police Positive Revolvers..Ea. **65.00**

Colt Official Police Revolvers

.22 Long Rifle
.38 Special

Six Shots
Double Action

Jointless solid frame; simultaneous ejection; swing-out cylinder.

A favorite with police officers everywhere. Built on the .41 frame, chambered for either the powerful .38 special or the .22

Ammunition: .38 cal.: .38 Special (mid-range), regular and high speed loads, including .38-44.—.22 cal. .22 long rifle, regular or high speed. Fixed type ramp style sights, glare-proofed. Trigger: grooved. Hammer Spur: Checkered. Stocks: Coltwood plastic checkered. Finish: Dual Tone blue, glare-proofed.

.22 Caliber

Has 6 inch barrel. Length overall 11¼ inches. Weight 38 ounces.

No. **6622B** Official Police Revolvers. ..Each **65.00**

.38 Caliber

Equipped with 4, 5 or 6 inch barrel. Weight with 6 inch barrel 36 ounces.

No. **6638B** Official Police Revolvers .....Each **65.00**

Specify length of barrel when ordering.

Colt's Detective Special Revolvers

.38 Special
.32 Police Positive

A universal choice of detectives, payroll clerks and plain clothes men.

Length overall 6¾ inches. Can be carried conveniently in pocket or shoulder holster.

Ammunition .38 Special (mid-range, regular and high speed loads, including .38-44); .32 cal.: .32 Police positive (New Police) .32 S & W Short, .32 S & W Long. Fixed type sights, ramp style, glare proofed. Trigger: Grooved. Hammer Spur: checkered stocks: Coltwood plastic, checkered. Finish: Dual tone blue, glare-proofed. Length of barrel 2 In.

Weight about 21 ounces.

No. **DS38.** .38 Detectives Special Revolvers..Ea. **65.00**
No. **DS32.** .32 Detectives Special Revolvers..Ea. **65.00**

Colt Officers' Model Special Target Revolvers

6-Shots

Made in two calibers—.22 Long Rifle and .38 Special—to meet needs of target shooters. Each have perfect balance, fast crisp action, easy shooting grip.

Stocks are made of Coltwood plastic checkered; Sights are adjustable, glare-proofed. Back Strap and Trigger are grooved and hammer spur is checkered. Dual-tone blue glare-proof finish.

.22 Long Rifle

Ammunition: .22 Long Rifle, regular or hi-speed.
Length Barrel, inches 6
Length Overall, inches 11¼
Weight, ounces 38
No. **6722B** .22 Caliber .....Each **75.00**

.38 Special

Ammunition: .38 Special (Mid-range, regular and high speed loads including .38-44)
Length Barrel, inches 6
Length Overall, inches 11⅛
Weight, ounces 36
No. **6738B** .38 Special Caliber .....Each **75.00**

S. & W. Military and Police Revolvers

Six Shots
Square Butt

Made throughout from drop forgings, with chrome nickel steel heat treated cylinder, and ground and polished working parts. The cylinder is locked in perfect alignment with the barrel by hardened steel bearings.

.38 Special Caliber

Blue finish; checked selected walnut stocks with S. & W. monogram. Fixed sights, ⅛-inch thick square section front and flat top square rear. Uses 38 caliber S. & W. Special cartridges.

Nos.	528B	548B	558B	566B
Length Barrel, Inches	2	4	5	6
Length Overall, Inches	7⅛	9⅛	10⅛	11⅛
Weight, Ounces	27	29	30	31
.38 Special Caliber.Each	**56.50**	**56.50**	**56.50**	**56.50**

S & W K22 Masterpiece Revolvers

Six Shots

.22 Caliber

A heavy frame revolver with drilled, reamed and rifled barrel. Head space recessed. Uses either 22LR or High speed cartridges for barrel lengths of 4 or 6 inches.

Blue finish; checked selected walnut stocks with S. & W. monogram; grooved straps and trigger; Patridge sights, ⅛-inch front, square notch rear, adjustable for windage and elevation. Distance between sights, 7⅛ inches.

No. **K-22** Masterpiece Revolvers with 6 inch barrel, weight, 35 ounces .....Each **65.00**
No. **K-22** Masterpiece Revolvers with 4 inch barrel, weight, 32 ounces .....Each **65.00**

Prices Shown are Manufacturers' Lists

They're **SCALE!** *They're* **SHELF MODELS!** *They're terrific* **VALUES!**

COMET SOLIDS

COMET

8¼" to 9½" WINGSPANS
PROFILED FUSELAGE
CUT-OUT WING and TAIL

—and only

6 MODELS 25¢ EACH

It takes the latest and finest equipment, the most experienced men, and production methods developed over a period of many years, to turn out values like these Comet Solids! We've put more value into these kits than you—or your customers—have seen in many a year—and we've packed them in eye-catching set-up type boxes (not end-opening) printed in 3 rich colors!

WATCH 'EM SELL!

FOR MARCH DELIVERY TO THE TRADE

You're going to get an entirely new idea of the potential sales volume of solids when you offer these new Comet kits to your trade! These kits are going to sell—and sell fast; model builders will want to build every kit in the line—and they'll put them up on their shelves with pride! We've used only the finest, clearest balsa; we've cut out wing and tail to make building easier, and included plans, wheels and plastic props! There's big business for you in these newly designed Comet Solids—stock up on them and start cashing in on their tremendous appeal at once! Write for full details!

COMET MODEL HOBBYCRAFT, INC.
129 W. 29th Street, Chicago 16, Illinois

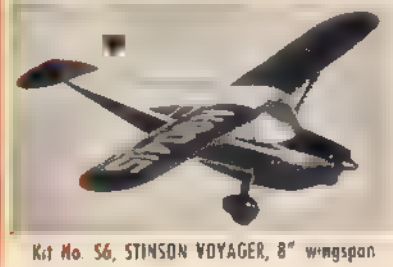
Kit No. S1, AERONCA SEDAN, 8¾" wingspan

Kit No. S2, CESSNA 170, 8 1/16" wingspan

Kit No. S3, PIPER CUB, 8 1/16" wingspan

Kit No. S4, TAYLORCRAFT 9" wingspan

Kit No. S5, LUSCOMBE SKY PAL, 9½" wingspan



Kit No. S6, STINSON VOYAGER, 8" wingspan

MATTEL CREATIONS

INCORPORATED

takes pleasure in announcing
that the U. S. Patent Office
has passed the patent applications
on its Music Box to allowance.
We expect to publish patent numbers
in the next issue of this maga-
zine prior to the Toy Show. Notice
is hereby given that all infringe-
ments will be prosecuted to the
fullest extent of the law.

★

"Mattel has the Secret"

MATTEL CREATIONS

B436 WARNER DRIVE • CULVER CITY, CALIFORNIA

Correct
JEWELRY FOR MEN
DB200 1 20 12K G F. Genuine Onyx Stones $10.00
DB201 1 20 12K G F 9.00
DB202 Correct Quality, simulated Ruby, Sapphire, Emerald or Moonstone 4.50
DB203 Correct Quality, simulated Ruby, Sapphire or Onyx . . . 4.00
DB204 1/20 12K G.F., simulated Ruby, Sapphire, Emerald, Moonstone 5.00
DB205 Correct Quality, simulated Ruby, Sapphire or Emerald 3.25
DB206 1/20 12K G F., Genuine Tiger Eye 10.00
DB207 Correct Quality, simulated Ruby, Sapphire or Onyx $4.00
DB208 Correct Quality, simulated Ruby, Sapphire or Onyx . 6.00
DB209 Correct Quality, simulated Moonstone only . 4.50
DB210 Correct Quality, simulated Ruby, Sapphire or Onyx 4.00
DB211 1/20 12K G.F 5.50
DB212 Correct Quality . 4.50
DB213 10 Karat Gold . . 18.00
DB214 Correct Quality . 7.50
DB215 1 20 12K G.F. 4.50
DB216 Correct Quality . . . 2.50
All links attractively boxed • Prices are Keystone, not including Federal Tax

D8217 Correct Quality tie slide and links set. Simulated Star Ruby, Star Sapphire or Moonstone **$8.50**

D8218 Correct Quality tie slide and links set. Simulated Ruby, Sapphire or Onyx **8.50**

D8219 1/20 12K G.F. tie chain and links set. Genuine tiger eye **17.50**

D8220 Correct Quality two tone white and tie chain and links set. Simulated Ruby, Sapphire or Moonstone **11.00**

D8221 Correct Quality knot tie chain and links set **13.00**

D8222 Correct Quality tie slide **$3.50**

D8223 1/20 12K G.F. Masonic tie slide. Available in other emblems . . . **4.50**

D8224 Correct Quality Arrow tie slide. Assorted emblems Sword and Sabre **2.50**

D8225 Correct Quality tie slide simulated Ruby, Sapphire or Onyx . . . **3.00**

D8226 1/20 12K G.F. tie chain . . . **4.00**

D8227 Correct Quality tie chain, simulated Ruby, Sapphire or Onyx . . . **3.00**

D8228 1/20 12K G.F. Masonic tie chain. Available in other emblems . . . **4.00**

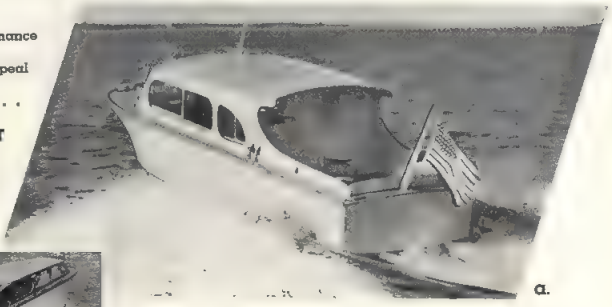
Prices are Keystone, not including Federal Tax

All sets supplied in leather covered metal box as shown above
All tie chains have adjustable bars as shown on D8220

Still on the increase . . .

When better performance and greater eye appeal are required . . .

CORRECT CRAFT LEADS . . .



a.

b.

e.

c.

d.

f.

6 of our 19 different models for 1950

- 24 years of boat designing and building experience.
- Know your builder, be sure of deliveries.
- A few additional dealerships will be placed this year. Write for brochure.
- Visit either of our factories: Plant No. 1, Orlando-Pinecastle, Florida, or Plant No. 2 on U. S. 1 at Titusville.

a. New Queen of the Fleet, 36' Express Cruiser. Sleeps 4 to 8, depending on interior arrangements. Varying power, from **$12,000**

b. 28' Sedan Cruiser, very roomy. Sleeps 4. Powered with 100 h.p. From **$6,740**

c. 19'6" Dual Cockpit Forward DeLuxe Runabout. 100 h.p. or more if desired. From **$3,606**

d. 21' Shelter Cabin, also constructed in 23' Open or Shelter Cabin with all power, including dual engines in the 23' model. From ..... **$2,994 TO $5,750**

e. 14' Atom will pull 3 water skiers, also a favorite with the fisherman and the family. 4-45 h.p. From **$1,195**

f. Correct Craft, Jr. Best value in the low price field. Standard model powered with 4-45 h.p. More power, if desired, up to 140 h.p. From **$1,400**

Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

BECKEN

PERFECTION IN THE CUP

CORY

ONLY CORY HAS
FLAME-TESTED GLASS

COFFEE SERVICE
6-8 Cup

This lovely Cory Coffee Service Set makes an ideal gift for even the most discerning hostess. Comes with the Royal Rubberless and high lustre polished tray. Glass creamer and sugar complete the set

26451. Each **$18.10**

Suggested Retail, $13.95

ROYAL RUBBERLESS
6-8 Cup

A sparkling, all glass brewer that is easy to use and clean. The exclusive Cory glass-to-glass vacuum seal makes it unnecessary to laboriously fit one bowl to the other. It eliminates the "tug-of-war" which frequently results from rubber parts which stick because they are not properly fitted. Crystal clear glass is complemented by rich ebony black plastic accessories and the distinctive CORY triple platinum stripes.

26453. Each **$7.70**

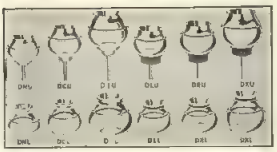
Suggested Retail, $9.95

THE REGENT
6-8 Cup

This model is the "happy medium"—not too big, not too small—just right for the average-sized family. Comes complete with black plastic accessories which include decanter cover, easy grip handle, safety stand for upper bowl, accurate coffee measuring cup. And like all Cory Glass Coffee Brewers, it comes equipped with the famed Cory Glass Filter Rod that filters coffee only through coffee. Crystal clear, heat-resistant glass with distinctive platinum band striping. Vacuum seal assured through use of perfect-fitting, new process rubber bushing.

26455. Each **$7.15**

Suggested Retail, $5.50



REPLACEMENT PARTS

No.	Description	List	Retail
DNU	Upper Bowl	$3.25	$2.50
DNL	Lower Bowl	2.70	2.10
DCU	Upper Bowl	3.55	2.75
DCL	Lower Bowl	3.00	2.30
DIU	Upper Bowl	3.80	2.95
DIL	Lower Bowl	3.20	2.45
DLU	Upper Bowl	2.90	2.25
DLL	Lower Bowl	2.40	1.85
DRU	Upper Bowl	3.20	2.45
DRL	Lower Bowl	2.60	2.00
DXU	Upper Bowl	3.80	2.95
DXL	Lower Bowl	3.20	2.45

CORY GLASS FILTER ROD

For speed and filtering efficiency. Remarkable improvements, worked out by Cory design engineers include these: more filtering surface, less direct angle of filtering and added weight, plus other structural refinements, giving speed and an efficiency truly startling. Fits most makes of glass coffee brewers. A double value! Brews coffee and tea, clear and delicious, untouched by metal.

26456. Display Carton of 12 . . . . . **$ 7.80**
Carton of 24 . . . . . **15.60**
Rod Only. Each . . . . . **.65**

Suggested Retail, $0.50

PETITE RUBBERLESS
2-4 Cup

A small size Cory rubberless brewer which is perfect for use where a small amount of coffee is desired. The Cory Petite model has no rubber parts. Has the exclusive glass to glass seal

26452 Each **$7.05**

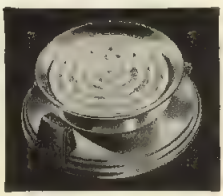
Suggested Retail, $5.45

IMPERIAL RUBBERLESS
10-12 Cup

Larger families and homes that entertain frequently prefer this "giant size" CORY Glass Coffee Brewer. Filters coffee the famous CORY way—only through coffee. Model is distinguished by platinum striping on both upper bowl and serving decanter. Comes complete with black plastic accessories which include decanter cover, easy grip handle, safety stand for upper bowl, accurate coffee measuring cup. Vacuum seal assured through use of perfect fitting new process rubber bushing. Brewer of high quality heat-resistant glass.

26454 Each **$9.00**

Suggested Retail, $6.95



ELECTRIC STOVE

Chrome finish, two heats, high, 660 watts for brewing, low, 80 watts for maintaining correct serving temperature. For 115-volt AC or DC operation

Black Bakelite Handle

26457. Each **$7.65**

Suggested Retail, $5.75

Are You A...

"CHARACTER"

-Minded Merchandiser?

Give your product the "character-showmanship" it deserves, and your sales will soar to new heights . . . and the character it deserves you'll discover among the following star performers that have won national acclaim in Movies, Radio, Television, Books, Newspapers, Magazines, etc.

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- BILL ELLIOTT
- RED RYDER
- OZARK IKE
- TIM HOLT
- LITTLE BEAVER
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For over twenty years Stephen Slesinger's character merchandising plan has included:

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TH21 - COWGIRL DOLL
#469. Character doll dressed in western costume. One of world series dolls. These are really collectors dolls. 7-inches tall. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH22 - SCOTCH LASSIE DOLL
Character doll dressed in Scotch costume. One of world series dolls. These are really collectors dolls. 7-inches tall. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH23 - COWBOY DOLL
#472. Masculine character doll dressed in western costume complete with gun and holster. One of world series dolls. These are really collectors dolls. 7 inches tall. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH24 - GIBSON GIRL DOLL
Character doll dressed in dainty Gibson girl costume complete with parasol. One of world series dolls. These are really collectors dolls. 7 inches tall. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH25 - DUTCH BOY DOLL
Character doll dressed in full trousers of Dutch style. One of world series dolls. 7-inches tall. Movable head and eyes. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH26 - ICE QUEEN DOLL
Character doll on skates and dressed in costume of figure skater. One of world series dolls. 7-inches tall. Movable head and eyes. Beautiful material and finish. Each in a gift box.

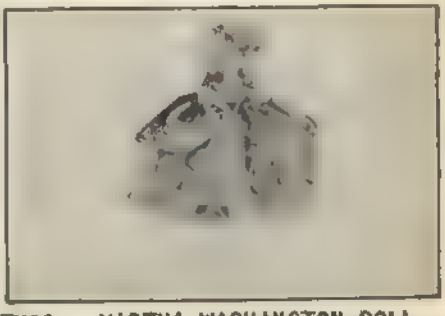
TO RETAIL AT $1.98

TH27 - NURSE DOLL
Character doll dressed in uniform and cap of graduate nurse. Complete with uniform cape. One of world series dolls. 7 inches tall. Movable head and eyes. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH29 - DRUM MAJORETTE DOLL
Character doll dressed in costume of drum majorette. Complete with baton. One of world series dolls. 7 inches tall. Movable head and eyes. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98



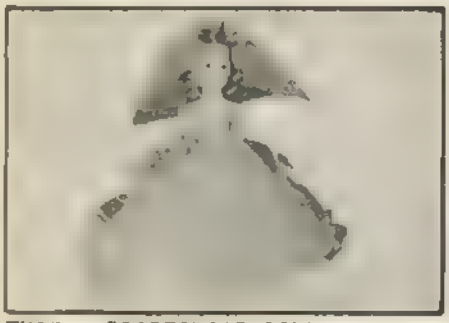
TH30 - MARTHA WASHINGTON DOLL
#484. Character doll dressed in dainty colonial costume. One of world series dolls. 7 inches tall. Movable head and eyes. Beautiful material and finish. Each in a gift box.

TO RETAIL AT $1.98

TH31 -HEIDI OF SWITZERLAND
#486. Plastic doll dressed in Swiss costume. Long braided hair. Movable head and eyes. Her dress is of blue and white striped satin, her apron of white ninon. 7 inches doll.
TO RETAIL AT $1.98

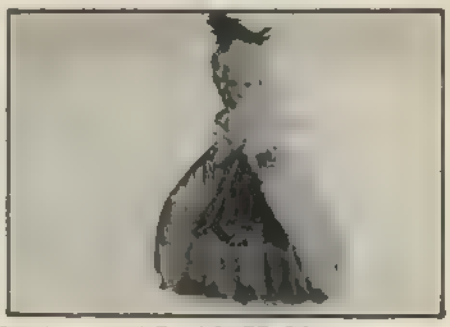
TH32 - CINDERELLA DOLL
#488. 7-inch plastic doll. Movable head and eyes. Her gown is of filmy white ninon over a rainbow hued underskirt. The entire gown is sprinkled with stardust.
TO RETAIL AT $1.98

TH33 - BRIDE DOLL
#600. 11-inch doll beautifully dressed in satin bridal gown. Complete with veil and bouquet Movable head, arms and legs. Moving eyes. Each in individual gift box.
TO RETAIL AT $3.95



TH34 - BRIDESMAID DOLL
#801. 11-inch doll dressed in net costume of bridesmaid. Complete with head-dress and bouquet. Movable head, arms, and legs. Moving eyes. Each in individual gift box.
TO RETAIL AT $3.95

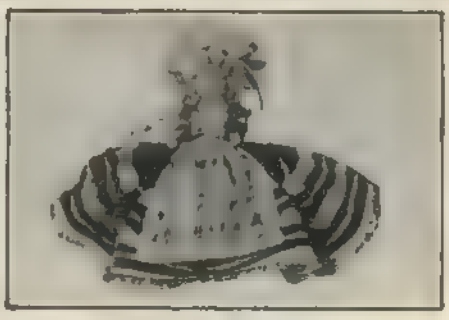
TH35 - MELANIE DOLL
Story book character doll beautifully dressed to represent a character in a story. 11-inches tall. Movable head, arms and legs. Moving eyes. Each in individual gift box.
TO RETAIL AT $3.95



TH36 - MILLE. POUFF DOLL
Story book doll beautifully dressed in French court costume. 11 inches tall. Movable head, arms, legs. Moving eyes. Each in an individual gift box.
TO RETAIL AT $3.95

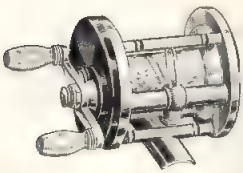
TH38 - FLORA DORA DOLL
#806. Story book character doll beautifully dressed to represent a character in a story 11 inches tall. Movable head, arms, and legs. Moving eyes. Each in an individual gift box
TO RETAIL AT $3.95

TH39 - SAVOY (FRANCE) DOLL
#301. A 7" doll with movable eyes and head, and a plastic body. Dressed in an authentic copy of a royal costume. The gown is complete to the smallest detail.
TO RETAIL AT $3.95



TH42 - DENMARK DOLL
#308. A 7" doll with movable eyes and head, and a plastic body. Dressed in an authentic copy of a royal costume. The gown is complete to the smallest detail.
TO RETAIL AT $3.95

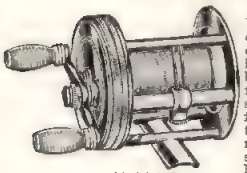
No. 25C Coxe Reels



Level winding, free spool, bait casting reel with new type level wind construction and cross bolt live axle design. Has quadruple multiplying, 100-yard capacity aluminum spool with balsa wood arbor. Extra pawl, adjustable feather touch thumb drag and click. One piece nickel silver frame construction. Phosphor bronze bearings. Wt. each, 8 oz. Pillar length, 1¾ inches

No. **25C** Coxe Reels.....Each **33.00**

No. 10C Coxe Reels

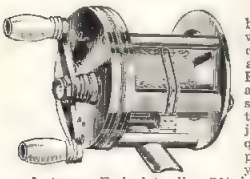


Model 10C

Level winding bait casting reel, constructed of chromium plated brass. Has cross bolt construction, feather weight spool, one-piece frame. Adjustable thumb drag and reel click, gear shaft oiling and balsa wood arbor. Wt. each, 8 oz.

No. **10C** Coxe Reels.....Each **16.50**

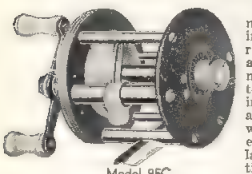
No. 60C Coxe Reels



Level winding bait casting reel with cross bolt construction for anti-backlash. Feather weight aluminum spool, smooth action thumb drag, adjustable click, quadruple multiplying, with 100-yard line capacity are features. End plate dia., 2¼ in.; spool dia., 1½ in.; pillar length, 1¾ inches. Net wt. each, 8 oz.

No **60C** Coxe Reels.....Each **11.00**

No. 95C Coxe Reels



Model 95C

Feather weight model level winding bait casting reel, made of black anodized aluminum. Has spring tension spool bearing on tail plate, adjustable to weight of lure to eliminate backlash. Snap-on plastic spool arbor. Quadruple multiplying with new silent spiral 4 twin gears. 100-yard capacity. Weight, 4½ oz.

No. **95C** Coxe Reels. .....Each **9.75**

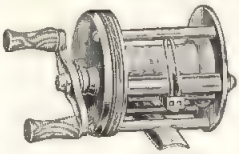
Airex Spinster Spinning Reels

Modern streamlined design, demountable handle, new type fully expanding internal brake system. New, easily controlled anti-reverse lock in ON position. Handle cannot be turned backwards New design pick-up finger Reel easy to take apart and reassemble. All parts monel. stainless steel or non corrosive treated materials.

Bushings are of the oilite type throughout. Oiling very simple. New design line spool with free casting front lip. With wing-nut removed spool will not fall off reel as snap-catch on brake-housing holds spool in place. High gear ration 3.66 to 1; fast retrieve. Streamlined wingnut brake extremely sensitive. Streamline design prevents line catching behind cup or other parts. Spool capacity 200 yards, Airex 8 pound braided Nylon line.

Airex Spinster Spinning Reels.....Each **13.50**

No. 1700 Bronson Lashless Reels

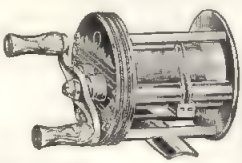


Model 1700

Lashless, level winding bait casting built with drag tension bearing adjustment for regulating casting speed for varied weight baits. Has aluminum spool, adjustable click, 100-yard line capacity and quadruple multiplying. Spool dia., 1⅛ in., pillar length, 1¾ inches. Wt. each, 8 oz.

No. **1700** Bronson Reels.....Each **7.50**

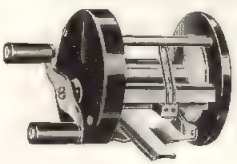
No. 2550 Bronson Mercury Reels



Mercury bait-casting model. 100 yard line capacity. Chromium plated brass. Light weight aluminum spool and plastic arbor. Level winding reel with adjustable click and dua-Pawl. Two spiral and two spur gears are used. Pillared rod clip construction. Wt. each, 8 oz.

No. **2550** Bronson Reels.....Each **5.50**

No. 4250 Bronson Altoona Reels

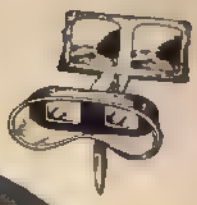


Sturdily built. A full quadruple level winding reel, constructed with walnut bakelite head and tail plates, having tapered crank handle grips to match. Metal parts nickel-plated, with three piece take-down construction. 100 yard line capacity; new improved click. Wt., 7 oz.

No. **4250** Bronson Reels.....Each **2.75**

Prices shown are based on Manufacturers' List.

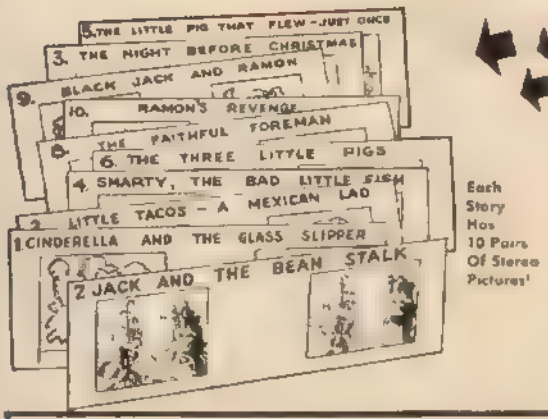
Here's the MODERN SUCCESSOR to Grandmother's Old Stereoscope!



TRI-SCOPE makes children's stories "come to life" in 3-DIMENSIONS!

So Real You'll be Amazed!

Smart new TRI-SCOPE is made of sturdy plastic and is designed for use by children and adults!



Each Story Has 10 Pairs Of Stereo Pictures!

TRI-SCOPE COMES COMPLETE WITH

10 TRI-STORIES!

Children love magical stereoscopic TRI-STORIES. Viewed through the TRI-SCOPE, favorite characters seem to LIVE in startling 3 dimensions! See the wolf chase the 3 little pigs RIGHT TOWARD YOU! Watch Jack climb the beanstalk up-Up-UP in the sky! It's so real, you'll be amazed. Ten complete stories plus modern plastic viewer, scientifically designed for use by children and adults. Each story has 10 pairs of stereo pictures beautifully printed in 5 colors. ORDER NOW!

Recommended by Leading Educators And Endorsed by Eye Specialists!

ORDER NOW!

TRI-STORY GIFT BOX

Contains TRI SCOPE and 10 TRI STORIES (100 pairs of stereo pictures) ..... **$1.95 retail**

JUNIOR GIFT BOX

Contains TRI SCOPE and 5 TRI STOR ES (50 pairs of stereo pictures). Choice of Assortment A or B

$1.19 retail

Makers of Fine Photographic Equipment

1001 NO. ORANGE DRIVE • HOLLYWOOD 38, CALIFORNIA

Creek Chub Artificial Baits

Series 3200 — Plunker Baits

For bait casting floating type. Toss it into a likely looking "pocket" in the reeds or pads and give a series of very short jerks with the rod. Bobbing, dancing, fussing action and sound, all on the surface. Will make game fish active. Has two treble hooks. Length 3 inches. Weight ⅝ oz. Packed 12 of one kind per carton. Weight 1⅓ lbs. per carton.

Colors:
Natural Pikie, Scale Finish—All Black
Natural Perch, Scale Finish—Silver Flash Finish
Golden Shiner, Scale Finish—Red Wing
White with Red Head—Frog
Rainbow—White Scale

Series **3200** Plunker Baits .....per Doz. **14.40**

Series 5900 Midget Plunker Baits

Similar to Series 3200, except in a smaller, lighter size. For light bait casting. Length 2¼ inches. Weight ⅜ oz. Packed 12 of one kind per carton. Weight 1⅓ lbs. per carton.

Colors:
Natural Pikie, Scale Finish—All Black
Natural Perch, Scale Finish—Silver Flash
White with Red Head—Frog
Golden Shiner, Scale Finish—Red Wing
Rainbow—White Scale

Series **5900** Midget Plunker Baits ....per Doz. **13.20**

Series 5400 Surface Ding Bat Baits

Weedless with the hook points turned up. For use along the shallow shore lines and weed patches. Has two double hooks. Length 1⅝ inches. Weight ⅝ oz. Packed 12 of one kind per carton. Weight 1⅓ lbs. per carton.

Colors:
Natural Pikie Scale, Brown Legs — Frog Finish
Green Legs
Natural Perch Scale, Green Legs
White Body, Red Head—Red Wing
Golden Shiner Scale, Yellow Legs—White Scale
All Black
Silver Flash Body, Red Legs

Series **5400** Surface Ding Bat Baits....per Doz. **15.00**

Series 1500 Original Injured Minnow Baits

The original and only genuine wounded Minnow, or "The Crip". Represents a crippled Minnow lying on its side, but able to make a little fuss on the surface. Has two spinners and three treble hooks. Length 3¾ inches. Weight ⅝ oz. Packed 12 of one kind per carton. Weight 1½ lbs. per carton.

Colors:
Natural Pikie, Scale Finish—Silver Flash
Natural Perch, Scale Finish—Frog
White and Red—Nite Glow Finish
Silver Shiner, Scale Finish—Red Wing
Golden Shiner, Scale Finish—White Scale
Red Side, Scale Finish

Series **1500** Original Injured Minnow Baits
....per Doz. **16.80**

Series 1600 Baby Injured Minnow Baits

Has two spinners and two double hooks which can be reversed so hooks point up, making it practically weedless. Equipped with treble hooks when so ordered. Length 2¾ inches. Weight ½ oz. Packed 12 of one kind per carton. Weight 1½ lbs. per carton.

Colors:
Natural Perch, Scale Finish—Red Side, Scale Finish
White and Red—Silver Flash
Silver Shiner, Scale Finish—Red Wing
Golden Shiner, Scale Finish—White Scale

Series **1600** Baby Injured Minnow Baits.per Doz. **16.20**

Series 900 Baby Pikie Baits

For Northerns. Two treble hooks and metal mouthpiece with loop for attaching line. Length 3¼ inches. Weight ½ oz. Packed 12 of one kind per carton. Weight 1½ lbs. per carton.

Colors:
Pikie, Scale Finish—Golden Shiner, Scale Finish
Natural Perch, Scale Finish—Rainbow
White and Red—Silver Flash
Silver Shiner, Scale Finish

Series **900** Baby Pikie Baits .....per Doz. **15.60**

Series 2200 Midget Pikie Minnow Baits

For the caster who uses light tackle and for stream fishing. Floats when cast and is made strong enough to hold big fish. Has two treble hooks and metal mouthpiece with loop for attaching line. Lightweight insures ample wiggling action to attract game fish.

Length 2⅝ inches; Weight ¼ Oz. Packed One dozen of one kind in a carton. Weight 1½ lbs., per carton. Specify color when ordering.

Colors:
Natural Pikie, Scale Finish—Rainbow
Natural Perch, Scale Finish—All Black
White with Red Head—Silver Flash
Golden Shiner, Scale Finish

No. **2200** Midget Pikie Minnow Baits..per Doz. **15.60**

Series 2700 Baby Jointed Pikie Baits

About the size of live bait. Jointed with treble hook in each section. Metal mouthpiece and loop for attaching line. Especially effective on retrieve. Alternate starting and stopping of bait when reeling in provides ample movement and wiggling. Lifelike imitation of minnow trying to get away.

Length 3¼ inches; Weight 1⅛ Oz. Packed One Dozen of one kind in a carton. Specify color when ordering. Wt., 1½ lbs., per carton.

Colors:
Silver Flash, Red Tail—White and Red Head
Silver Flash, Yellow Tail—Golden Shiner, Scale Finish
Natural Pikie, Scale Finish—Rainbow
Natural Perch, Scale Finish—Silver Flash

Series **2700** Baby Jointed Pikie Baits..per Doz. **18.20**

Specify finish when ordering

Prices shown are based on manufacturers list.

You BELONG IN A Cruis Along

TRADE MARK

THE BUDGET CRUISER FOR THE WHOLE FAMILY!

Now—summers of fun for the price of one landlubber vacation! Cruise—live—swim—fish—sleep the hot nights away in cool comfort aboard the World's Lowest Priced Completely Equipped Cruiser! Seaworthy from stem to stern . . . sleek, sweet lines, purring motor . . . built to ride out the heaviest storm safely. Two full-size berths . . . with mattresses. Seaside marine toilets, polished metal sinks with running water. Hanging clothes lockers, spacious iceboxes with dry grocery compartments. And stoves for piping-hot, delicious meals aboard. See the world through spacious, airy marine windows . . . enjoy the luxury you get in these roomy cabin cruisers . . . and give you utmost comfort at the lowest price.

Deluxe 21' . . . Lowest Priced Complete Cruiser!

It's the budget-buy of 1950 . . . this trim craft that eats up the miles on a minimum of gas! Everything designed with *your comfort in mind* . . . from the sparkling galley to the roomy cockpit—this completely equipped cruiser is yours for only

$2690

Deluxe 23' . . . Everything You Want in a Cruiser!

More Spaced More Speed! 23 feet of power-packed beauty . . . cruises at speeds up to 30 miles per hour depending upon engine option!

Tops in seaworthy comfort with its deeper draft . . . self-bailing cockpit . . . completely and luxuriously equipped from bow to stern for only

$3530

Special 21'

Same motor, hull and cabin with basic equipment at

$2445

Special 23'

This sister ship of the Deluxe 23' with the identical hull, cabin and motor with basic equipment at

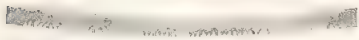
$3210

All prices quoted factory F. O. B. our plant and subject to change.

Built by M. M. DAVIS & SON, Inc., Solomons, Maryland • Boat Builders for over 70 Years

Champion Tooth Narrow Cross Cut Saws

No. 254 Disston Triumph



Disston made steel blade, polished, without handles. All 14 gage. Width blade, 3¼ in.

Length, feet	5	5½	6
Weight, lbs.	3½	4	4½
No. 254. Each	5.70	6.20	6.80

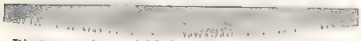
No. 287 B. M. & S.

Cast steel blade, polished, without handles. All 14 gage. Width blade, 3⅛ in.

Length, feet	5	5½	6
Weight, lbs.	3½	4	4½
No. 287. Each	4.80	5.30	5.80

Champion Tooth Wide Cross Cut Saws

No. 152 Disston



Disston made steel blade. Taper ground two gages thinner on back than on cutting edge, polished.

Length, feet	5½	6
Width at center, inches	5¾	6
Gage Tooth Edge	14	14
Weight, lbs.	5¾	7
No. 152. Each, without handles	9.40	10.20

No. 3W B. M. & S.

Cast steel blade, polished, without handles.

Length, feet	5½	6
Width at center, inches	6	6½
Gage Tooth Edge	14	14
Weight, lbs.	6¼	7
No. 3W. Each	8.50	9.30

Perforated Lance Tooth Cross Cut Saws

No. 388 Atkins

Hollow back, 3¾ inches wide. Graduated 14 to 16 gage. Polished, without handles.

Length, feet	5½	6
Weight, lbs.	5¼	4¾
No. 388. Each	8.60	9.40

No. 389 B. M. & S. Narrow

Narrow, 3⅝ inches wide. Graduated 14 to 16 gage. Polished, without handles.

Length, feet	5	5½	6
Weight, lbs.	4	4½	5
No. 389. Each	5.50	6.00	6.60

No. 279 B. M. & S. Half Wide

Wide blade. Graduated 14 to 18 gage. Polished.

Length, feet	5½	6
Width, inches	5¼	5½
Weight, lbs.	5	6
No. 279. Each, without handles	8.00	8.80

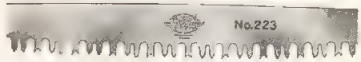
Cross Cut Saws

Perforated Tooth — Champion Tooth — Diamond Tooth

Showing the various types of teeth used on cross cut saws

Diamond Tooth Cross Cut Saws

No. 223 Atkins Lone Star



Special steel, thin back. Graduated 14 to 18 gage. Polished.

Length, feet	6
Width at center, inches	6
Gage Tooth Edge	14
Weight, lbs.	6¼
No. 223. Each, without handles	12.10

No. 224 B. M. & S. Half Wide

Cast steel blade, thin back. Graduated 14 to 18 gage. Polished, without handles.

Length, feet	5½	6
Width at center, inches	5⅝	5½
Weight, lbs.	5¼	5½
No. 224. Each	8.40	9.20

One Man Cross Cut Saws

No. 554 Disston Champion Tooth

Disston made steel, 16 gage. Polished with supplementary handle.

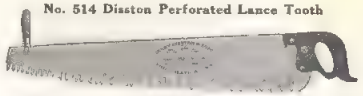
Length, feet	3½	4	4½
Weight, lbs.	4¼	5	5¾
No. 554. Each	8.60	9.50	10.80

No. 5 B. M. & S. Champion Tooth

Cast steel, 16 gage. Polished with supplementary handle.

Length, feet	2½	3	3½	4	4½
Weight, lbs.	3½	4	4¾	6¾	7¼
No. 5. Each	4.18	5.30	6.20	7.10	8.00

No. 514 Disston Perforated Lance Tooth



Disston made steel, 16 gage. Polished with supplementary handle

Length, feet	3½	4	4½
Weight, lbs.	4	4¾	5½
No. 514. Each	9.20	10.80	12.20

No. 25 B. M. & S. Perforated Lance Tooth

Cast steel, 16 gage. Polished with supplementary handle.

Length, feet	3	3½	4	4½
Weight, lbs.	4	4¾	5¾	6¾
No. 25. Each	5.30	6.20	7.10	8.00

No. 00 Curtis Utility One Man Saws

Serves the purpose of a buck saw, one man saw and hand saw. A fast cutting saw for farm, lumber yard or rough work. Made of high grade saw steel, patent ground, oil tempered. Hand filed and hand set. Handle of clear beech lumber, ducoed. Blade 30 inches long, 4½ points to the inch. Three in a bundle.

No. 00. Weight each, 3¼ lbs.....Each **4.50**

ACCESSORIES

WILCOX, CRITTENDEN

CONSIDERABLE space is devoted in this year's display to fittings for outboards and small motorboats and the wide variety of equipment which Wilcox, Crittenden & Co., Inc., manufacture for the various sailboat classes at their plant in Middletown, Connecticut. However, all boats, both cruiser and sail, are well taken care of in the big display under the familiar W-C Trade Mark.

During the past year, Wilcox Crittenden has kept its design department running at top speed, and the results of their efforts are quite evident in the assortment of new gadgets that have been added to the line for 1950. During the year they introduced their new line of Sea-Lume fittings—lightweight aluminum items for outboard and small motorboat use. Their highly polished finish affords all the appearance of bright chrome. Cleats, chocks, lifting handles, windshield brackets and mooring bitts are included in this group, and all possess high strength and are non-corrosive.

A decided point of attraction is the table model of a spar and its rigging, in which all appropriate sailboat fittings are properly installed.

A great deal of time and study has gone into the production of new steerers and the improvement of wheels that have been in the line for a number of years. Polished aluminum steerers, bearing the names of Speedsteer and Sportsteer will warrant the visitor's attention. They are rugged compact units, designed to meet the demands of the fastest driver, and are available with black or red wheels to meet popular demands.

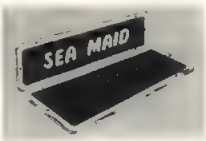
A new "dead man's throttle" is in the line this year, and such practical items as tiller rope blocks with aluminum or bronze sheaves—snap swivel or shackle swivel style—are available to meet the exacting needs of the racing field.

The popular Seaclo line has not been ignored, and your attention is called to the greatly improved Skipper toilet that is being shown for the first time at the current exhibit. It is claimed to be a radical improvement.

Thousands of individual boat fittings are manufactured by Wilcox Crittenden.

Left: C-O-TWO Squeez-Grip portable extinguishers in 2½ to 20-pound sizes

Below: Royal's custom-made marine step



C-O-TWO

THE C-O-TWO Fire Equipment Company exhibit features Squeez Grip Carbon dioxide type hand portable fire extinguishers . . . just squeeze lever to open . . release to close.

The Squeez Grip valve operates as fast as you can open and close your hand . . . the greatest single contribution to the releasing of carbon dioxide from hand portable fire extinguishers. The Squeez-Grip valve has a gas pressured closed seal to prevent leakage . . . the tremendous pressure of the carbon dioxide gas within the cylinder constantly maintains a seal at the valve seat when the fire extinguisher is not in use.

Carbon dioxide, plus the Squeez-Grip valve, means ready action . . . kills fire in seconds . . . harmless to fabrics, finishes and equipment, even food. Carbon dioxide is clean, dry and odorless . . . non-deteriorating and non-conducting . . . highly effective on flammable liquid and electrical fires . . . leaves no after-fire mess.

An illuminated panel showing a typical installation of a C-O-TWO built-in carbon dioxide type fire protection system for motor boats is the background center of attraction. Visitors see the easy type of installation as well as the many advantages of having a carefree built-in fire protection system.

The C-O-TWO Fire Equipment Company manufactures a complete line of fully approved carbon dioxide type fire protection equipment for land, sea and air use built to rigid specifications.

ROYAL STAIR CUSHION

ROYAL STAIR CUSHION Co., Brooklyn, N. Y., has introduced new custom-made marine step-plates. They may be purchased with or without the name of the boat, and in a wide variety of sizes. The present choice of colors is black, white, and maroon rubber. Name letters are artistically inlaid with contrasting color rubber. Brass chrome plated frames are pressed on to the rubber, making it one unit, which provides for flexibility when installing.

These Step plates are made to your own particular requirements, and may be obtained in any special shape or size. They can be bought direct from Royal Stair Cushion Co., 3864 Flatlands Ave., Brooklyn 34, N. Y., or from any Perko dealer.

MICHIGAN WHEEL

AT THE New York Show, Michigan Wheel Company display samples of what they term the most complete line of pleasure boating propellers in existence.

Of interest to the outboard racing fans is the Aqua Jet propellers developed for use with service motors of 7½ h.p. and larger. According to Michigan Wheel, each propeller is designed specifically for the motor on which it is to be used and no alteration of the lower unit is required. It is stated that these propellers are considerably faster than any stock wheels hitherto produced.

For the more sedate outboarder Michigan have their well known outboard Aqua-Master wheels with which it is said any outboard motor owner can get more enjoyment from his motor by matching his best specifications with the particular wheel recommended in the Michigan Outboard catalog.

High right in its display of propellers for inboard installations is again their Aqua-Master wheels which are said to be exceptionally fast, absolutely vibrationless and built of Michalloy, an alloy claimed to be more resistant to corrosion than conventional bronze.

Left: Wilcox Crittenden's improved Skipper Seaclo is neat, compact, dependable and easy to operate

Left: The W-C Sea-Bilge electric bilge pump, though small, pumps 6 g. p. m.

Right: W-C chrome-plated running lights, with regular wiring, or built-in battery case

DAISY 1,000-SHOT
Red Ryder Air Rifle

Rapid Action—Shoots Up to 30 Shots per Minute

Well Known for Their Accuracy and Power!

Red Ryder Air Rifle Outfit Includes 1000-Shot Carbine Styled Red Ryder Western Air Rifle, Supply of Shot, Supply of Targets and Shooter's Badge

DAISY AIR RIFLES offer the greatest air rifle values available. Daisy Manufacturing Company is the world's largest manufacturer of air rifles and equipment; their tremendous value and dependable performance is unequalled. Every rifle is precision built up to high standards to function perfectly. Amazing accuracy is secured because fine, smooth bore barrel is exactingly made. The result is a bull's eye performance at great distances. Close tolerances of barrel bore means every ounce of pressure is packed behind BB-shot, giving tremendous hitting power—hard enough to bring down small game!

Real Hitting Power Packed in Every Daisy Brings Down Small Game!

In addition, the air compression chamber is the equal to air rifles selling for several times as much. Fitted parts insure high compression, with no chance for escape until you press trigger. Whether you are just target shooting, knocking off tin cans or picking off crows and other birds of prey or small game, you'll find it a valuable companion.

Designed and Styled by Fred Harman, Way Out West

Fred Harman, famous cowboy-artist, who draws and writes exciting Red Ryder western adventures, helped design this husky, he-man rifle. It looks, feels and handles like a real Western saddle rifle. Equipped with LIGHTNING LOADER. Loads in a jiffy—shoot it even faster—as many as 30 shots per minute. Single pump action resets it for each new shot. Blued steel with imitation gold bands. Leather thong used to carry gun on saddle. 36-inches long; weighs 3½-lbs. Loads in 5 seconds. Order plenty of supplies with each gun.

No. 7317. RED RYDER 1000-SHOT CARBINE AIR RIFLE WITH SUPPLIES. Price Postpaid..... $5.50

Supplies for Your Air Rifle

No. 2909. BB Shot for Air Rifles. Daisy Coppercoated Steel Shot, (3 Tubes for 25c).
Price Each Tube..... 10c

No. 2910. Steel Darts, Can be used over and over again.
Per Package, Postpaid 35c

No. 7509. Paper Targets.
(100 for 45c, Package of 25 . 15c

A Terrific Roar - A Brilliant Flash!!

No. 7384 Only $2.50

20 Shots for 1c

BIG-BANG

SAFE! No Gunpowder!

Fifty Shots Without Reloading

Beautiful reproductions of full-sized Army Field Guns. Every red-blooded boy wants one, and his parents approve of them because they are safe noise-makers. No gun-powder is used. They are attractively finished in semi-gloss olive drab, with red wheels. Built of metal throughout and are practically indestructible.

The ammunition used is pulverized BANG-SITE. It cannot be burned but when combined with water in the gun, it produces the gas required to make the "BANG." The right charge will not set fire even to tissue paper and the hand can be held in front of the muzzle when discharged without being burned. There is no recoil or "kick," neither will the gun throw a heavy projectile over [illegible]. The gun can be fired several hundred times for a few cents. Costs very little to operate.

Ammunition is not included with the guns, so when you buy your gun, buy a couple of extra 3 c[illegible] 4 tubes of BANG-SITE and a couple of extra spark plugs.

BIG BANG FIELD GUN ILLUSTRATED ABOVE, $2.50

8-INCH FIELD GUN ILLUSTRATED ABOVE. This gun is finished in olive-drab and mounted on two red wheels. Ammunition case is in the rear end of heavy drag beam. Length of non-tilting cannon body, 6 inches. Length overall, 9 inches. Weight, 2 ½ lbs. Bangsite ammunition not included—order a supply.

No. 7384. BIG BANG FIELD GUN. $2.50

Order "BANGSITE" Ammunition With Your Gun!

Automatic Charger! Load and Fire in the Dark or While Riding in Car!

17 Inch BIG BANG FIELD GUN

No. 7385. BANGSITE AMMUNITION. Pkg..... 20c
5 Pkgs. for $1.00

BIG FLASH! BIG BOOM!

25 Inches Long! Mammoth BIG BANG FIELD GUN

Large size field cannon. A beautiful gun finished in olive-drab color like the field cannon used in the army. Wheels are finished in red. Fitted with automatic charger and [illegible]. Length, overall 17 inches. Length of non-tilting cannon body, 10 ½ inches. Weight, 3 ½ lbs. Bangsite ammunition not included—order a supply.

No. 7384A. BIG BANG FIELD CANNON Postpaid $4.00

Mammoth 25 inches long! A real field cannon with a tilting cannon body. Aim and fire! Beautifully finished in olive drab with red wheels. Fitted with [illegible] charger and [illegible]. Length of tilting cannon body, 16 ½ inches. Length overall 25 inches. Weight, 5 ½ lbs. Bangsite ammunition not included—order a supply.

No. 7389. MAMMOTH BIG BANG FIELD CANNON Postpaid $6.50

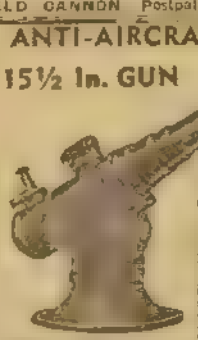
10½ INCHES LONG

BIG BANG MOTOR TANK

[illegible] in olive-drab and mounted on four black imitation rubber wheels. Ammunition case is in the rear turret. Makes an exceptionally attractive gun with a powerful look! Total length of tank, 10" inches. Weight, 3 ¼ lbs. Each packed in box. Bangsite ammunition not included—order a supply.

No. 8089. BIG BANG MOTOR TANK. Postpaid $3.00

ANTI-AIRCRAFT 15½ In. GUN



Big Flash! Mighty Roar!

Works Same As Other Big Bang Guns. No matches. No gunpowder. [illegible] be fired [illegible] covers [illegible] brass [illegible] of the [illegible] the [illegible] covered metal [illegible] is stocked [illegible] tion for about [illegible] Price [illegible] automatically without opening the cover so it cannot [illegible] 15½ in. high. We got 4½ lbs.

No. 7392. Big Bang Anti-Aircraft Gun Price Postpaid $4.75

AMMUNITION AND SUPPLIES FOR YOUR BIG BANG GUN!

No. 7385. BIG BANG BANGSITE AMMUNITION. For [illegible] 500 and 1000 shots. Order several tubes. Per Tube, Each 20c

No. 7385A. CHARGER. (For No. 7384A Gun) 60c

No. 7385C. IGNITOR For No. 7384A, No. 7389 and 7387 Guns. Each 60c

No. 7385D. BREECH BLOCK. (For No. 7384 and No. 8089 Guns) Each 60c

No. 7386. BIG BANG SPARK PLUGS. While spark plugs last a long time, it is a good idea to have one or two spare ones. Each. 20c

No. 7385B. CHARGER. (For No. 7389 Gun) 60c

DE SOTO MANUFACTURING CO. EXPANDS FACTORY

When the De Soto Manufacturing Company decided to locate their plant in the central west, it was with the idea of serving the trade with a maximum degree of efficiency. They were confident that their original plant would prove ample for many years to come, but De Soto Dolls, since their introduction to the trade, have been so well received that it has become necessary to treble their manufacturing facilities

A brand new De Soto doll plant is now under construction and will be completed by early summer. The firm states that these new, expanded production facilities will enable them to not only better serve their old customers but will permit their accepting business from many accounts from whom they were unable to take orders during the past year.

De Soto Manufacturing Company is featuring for 1950 a complete new line of baby and character dolls. Of individual design, no stone has been left unturned to make them outstanding in quality at popular prices

The complete new 1950 De Soto doll line will be on display at the Toy Fair in Room 1107, Hotel McAlpin with S. L. Bottenwiser in charge. A permanent office and showroom is maintained the year round in Room 1405-A Merchandise Mart, Chicago.

N. Y. TOY & GAME PREPARES SURPRISES FOR FAIR

New York Toy & Game Mf'g. Co. manufacturers of the "Adjusto" Basketball electric & bell sets have prepared a group of new mystery items for the 1950 Toy Fair. Besides these mystery products they have designed an extensive line of new tool chests

All of these items have been built via the standards that have distinguished New York Toy & Game Fishing Sets, Golf Sets, Baseball Sets, Fingerprint Sets, etc. to the trade. Herbert Rubin, president of New York Toy and Game will be present during the entire Toy Fair in his new showroom, room 348, at 200 Fifth Ave. to welcome buyers.

TRIGGER QUICK SALES

WESTERN BOY ®

Genuine leather gun and holster sets—beautiful cuffs and spurs. Better than ever. High in Quality. Low in price. Year round fast sellers.

Make it a must to visit us at the Toy Fair
HOTEL McALPIN, ROOM 625
From March 6 to 17, and to See Our N. Y. Representative:
SAM WEISMANN
200 Fifth Avenue, Suite 209

STATE RANGER

R&S TOY MANUFACTURING COMPANY, INC.

510-512 Metropolitan Avenue, Brooklyn, N. Y.
Tel. STagg 2-8741

NORMA EXPANDS LINE

Norma Originals, Inc., 160 Fifth Ave., New York 10, N. Y., manufacturers of miniature dolls are featuring their new Sampson and Delilah dolls together with a wide range of 7½" and 5½" character dolls in Room 1009 at the Hotel McAlpin during the Toy Fair. Charles Gregor of this firm states that his 1950 line has met with a most gratifying response and added "We expect our sales to be tripled in 1950." The following sales representatives are announced for the current year. Allied Sales Company, Denver, New Mexico, Utah and Wyoming; Artnur Bloch, Dallas; southern territory. The Darrs, Bismarck Mo., Arkansas and Oklahoma; J. W. Hughes, Euclid, state of Ohio; Kurzman Sales Company, New York City, Metropolitan District; Gene Leach, Juneau, Alaskan territory, Harry W. Leftwich & Associates, Portland, Oregon four northwestern states. The southwestern states will be covered by the Pacific Coast Sales Company, of San Francisco. Southeastern territory by Toyline Sales Company, Inc., Atlanta, Georgia

TAPLIN TOYS, INC. APPOINTS SHURACK

Taplin Toys, Incorporated of Minneapolis, Minnesota, manufacturers of the Tappy Toy line of plastic educational toys announce the appointment of Edward I. Shurack as their Eastern Representative.

The complete new 1950 Tappy Toy line will be on permanent display at the Shurack showroom 1150 Broadway, New York. During the toy fair Tappy Toys can be seen at Room 823, Hotel New Yorker.

DE SOTO MANUFACTURING COMPANY

HOME OF *De Soto Dolls*

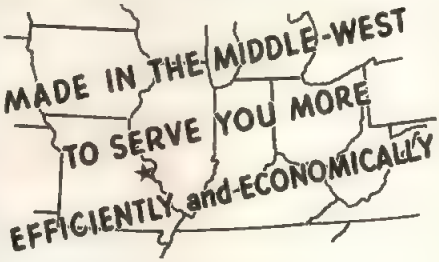
No. 2600
"Randy"
Goes to
the Circus

Your Customer buys

De Soto Dolls

because they are

- INDIVIDUAL IN STYLE
- OUTSTANDING IN QUALITY
- POPULAR IN PRICE



SEE OUR **1950** LINE
AT THE
TOY FAIR
HOTEL McALPIN
Room 1107

Permanent Showroom
1405-A MERCHANDISE MART
CHICAGO 54, ILL.

De Soto Manufacturing Company

REPRESENTATIVES:

Glenn B. White & Associates, 1355 Market St, San Francisco, Cal.
Glenn B. White & Associates, 1151 S. Broadway, Los Angeles, Cal.
Daniel Boone & Associates, 225 Merchandise Mart, Portland, Ore.
P. C. Brockman & Associates, 1710 N. Decatur Road, N. E., Atlanta, Ga.
Bert Radow, 2725 Noble Road, Cleveland, Ohio

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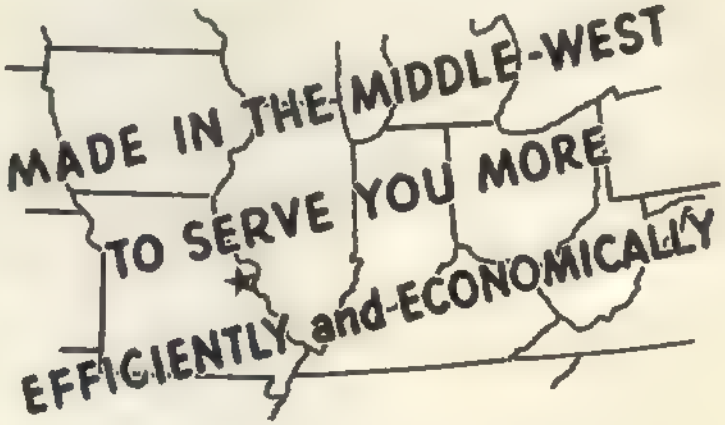

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Atlanta, Ga.

Bert Radow
2725 Noble Road
Cleveland, Ohio

Television

Newest developments in television—the nation's fastest growing industry. Table models and consoles in all size screens and a completely portable set with built-in antenna. All are carefully engineered and contain the latest improvements.

DeWald 12½" Television Receiver

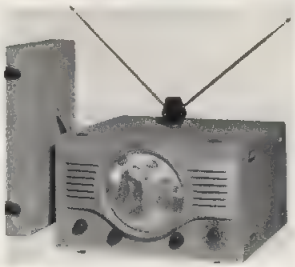
6274ET-23783—High definition large screen (approx 78 sq inches), popularly priced, equipped with 12½" picture tube complete all channel coverage, performs satisfactorily in fringe areas. Extra high brilliance, true-fidelity speaker, new stabilized synchronous 22 tubes including 3 rectifiers and damper tube. Modern hand-rubbed consolette cabinet in walnut or mahogany veneer Ht. 38½" Width 20¾", Depth 20¾" Tuning range 44-88 MC-174-216-MC. F.O.B. New York Factory.

Manufacturer's Suggested Retail **$341.85**

Manufacturers of television sets are not responsible to the dealer for service on a television set. Replacements to the dealer on any defective parts will be made "no charge." We suggest and urge that dealers sell to their customers a service contract covering installation, maintenance, repairs, and replacement of parts.

6285ET-18155—DeWald 10" Television Receiver

High Definition direct-view tube with complete channel coverage. Superb performance even in fringe areas. Powerful 22 tube circuit (including 3 rectifiers and damper tubes. Tuning range 44-88, 174-216 mc. Beautifully styled hand-rubbed cabinet in Mahogany, Walnut or Bleached Mahogany veneer. 21" x 11⅞" x 16¾" deep. F.O.B. New York factory. Manufacturer's Suggested Retail $241.55



"Automatic" Portable 7" Direct-View Television Receiver

5286ET-10586—Operates on self-contained plug-in antenna. Connector available for outside antenna connection for weak signal areas. Twenty tubes and three rectifiers. Features sensational built-in viewing angle picture magnifier. Channel selector covers all television channels. New improved automatic picture lock. Automatic gain control. Static-Free FM sound for exceptional tone quality. Cabinet covered in beautiful, grained simulated leatherette—tan color. Available for use on 105-120 volt AC operation only. Size 13¼" x 15⅝" x 15⅝". Weight 31 pounds. F.O.B. Boston factory.

Manufacturer's Suggested Retail $140.85

DeWald 16" Television Receiver

5275—ET-32725—Powerful circuit (27 tubes plus 3 rectifiers). Capable of tuning all channels. Excellent performance is assured in outlying fringe areas. Equipped with 16" picture tube, extra-high brilliance, high-fidelity speaker. Improved signal-to-noise ratio, tuned RF stage on all channels; utilizes new Ring trap Circuits; new stabilized synchronous Lock-in circuit holds picture steady without flickering; newly designed plastic bezel to frame and protect the 16 AP-4 Kinescope Tube; six ample tuning controls. Simplified Audio-Video adjustment controls, safety high-voltage supply, full F.M. Audio Circuit; fixed focus adjustment; all coils permeability tuned. A beautiful small-space console in modern style, made of the finest walnut and mahogany wood veneers. Height 41", Width 26¾", Depth 26⅝". F.O.B. New York factory.

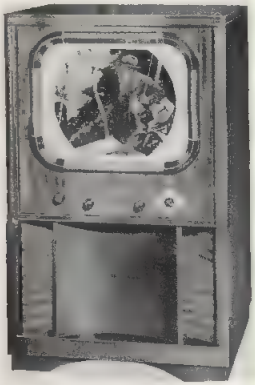
Manufacturer's Suggested Retail $462.25

5287ET-16171—"Automatic" Direct View 12½" Television Receiver. 18 radio tubes, 1 cathode ray tube and 2 selenium rectifiers. Large bright picture with excellent contrast. "Automatic Picture Lock" for steady clear pictures when switching from channel to channel. Full channel coverage. Station selector equipped with fine tuning. Automatic gain control. FM sound for static-free operation. Antenna input impedance matches standard 300 OHM transmission line. Superb Mahogany hand-rubbed finished cabinet. 105-125 Volt A.C. operation only. Size 20¼" high x 19½" wide x 21" deep. Weight 100 pounds, F.O.B. Boston Factory.

Manufacturer's Suggested Retail $221.10

5288ET-21725—Automatic Direct View 16" Television Receiver. Table model, with huge life-like picture. Sharp bright pictures with exceptional contrast. 24 tubes. Full channel coverage. Station selector equipped with fine tuning. Automatic gain control for steady clear pictures when switching from channel to channel. "Automatic Picture Lock." Static-free FM sound. 300 OHM antenna input impedance. Beautifully grained Mahogany cabinet. 105-125 Volt A.C. operation only. Size 24" high x 20⅝" wide x 20" deep. Shipping weight. 108 pounds. F.O.B. Boston Factory.

Manufacturer's Suggested Retail $301.23



5289ET-25523—"Automatic" Direct view 19" Television Receiver. Console model with 24 tubes. Huge life-like pictures. Automatic gain control for steady clear pictures when switching from channel to channel. Station selector equipped with fine tuning. Full channel coverage. Sharp bright pictures with exceptional contrast. "Automatic Picture Lock." "Automatic Sound Level Control." Static-free FM sound for realistic tone quality. Antenna input impedance matches standard 300 OHM transmission line. Hand-rubbed beautifully grained Mahogany cabinet. 105-125 Volt A.C. operation only. Size: 43⅜" high x 26" wide x 24" deep. Shipping weight: 140 pounds, F.O.B. Boston Factory.

Manufacturer's Suggested Retail $351.22

Card Miracles

Containing TWELVE SETS OF MAGIC CARDS with Which IT IS POSSIBLE TO PERFORM A COMPLETE ACT IN MAGIC

No Skill, No Palming, No Practice No Apparatus

Full Instructions with Each Trick

Here is a combination containing twelve of our best Card Tricks. Each trick is entirely different. With these Tricks you can put on a complete magic act, astonishing and mystifying everybody. Among the tricks included are the following.—

THE THREE CARD MONTE. **Hide the Ace and no one can find it. This will fool them all.**

TIP-TOP CARD TRICK. **You can name these cards without seeing the fronts.**

TWISTER CARD TRICK. **The Ace of Spades and Ace of Diamonds change places while held in full view.**

TWO CARD MONTE. **A good trick in magic that always produces a laugh. (N.B. This trick will keep you supplied with free cigars from your friends.)**

PAPEL BLANCO CARD TRICK. **Cards placed in a hat turn to blanks. Fine for stage or parlor use.**

PHANTOM CARD TRICK. **Or two from five leaves nothing. Causes two big surprises. Positively the greatest card trick out.**

DISAPPEARING SPOTS. **These cards change faces five times by simply breathing on them. One of the best of all card tricks.**

CINCH CARD TRICK. **Four Queens when dropped into a borrowed hat disappear and change to other cards.**

CHANGING SPOTS. **These cards change from eights to deuces, also from red to black. Splendid stage trick.**

ACE CARD TRICK. **Aces placed in different piles will gather in one pile.**

SPOTTER OR EDUCATED DIE. **Every time a die is cast it reveals the position of the Ace of Clubs.**

Each trick is complete in an envelope, with full instructions for performing. They are so simple that anybody can perform them, yet they puzzle everybody

No. 3287. CARD MIRACLES. Price 12 Tricks Postpaid to Any Address $1.25

ABOVE IS NOT AN EXACT LIST OF TRICKS SENT SINCE THESE ARE CHANGED AS NEW TRICKS BECOME AVAILABLE.

CANTERPONY

• CANTERS
• GALLOPS
• TURNS with EASE

The MECHANICAL HORSE with the LIVE HORSE ACTION

DOUBLE ACTION PROPELLING and STEERING HANDLE

BE SURE TO SEE THE
CANTERPONY
ACTION DISPLAY
at the TOY FAIR
ROOM 905
HOTEL McALPIN

REAL WESTERN TYPE SADDLE

STIRRUP PROPELLING ACTION

BALL BEARING WHEELS

ATTRACTIVE STURDILY BUILT PLYWOOD BODY

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DEEKS ENGINEERING CORP

BARRINGTON, NEW JERSEY

If it's out in front...

it's STEGER WHEEL GOODS

When you come to the New York

TOY FAIR

See STEGER'S Amazing New Line of

Wheel Goods for 1950

HOTEL NEW YORKER
ROOM 547

Large
Semi-Pneumatic
Molded Tires
on 30" and 36"
Steel Wagons

If it's a
STEGER PRODUCT
it's the Finest

Steger

STEGER PRODUCTS MFG. CORP.
STEGER, ILLINOIS
CHICAGO DISPLAY AND SALESROOM
1436 MERCHANDISE MART, CHICAGO 54

Plays Outdoors or Indoors

It Really Works

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You Can Actually SEND and RECEIVE With This

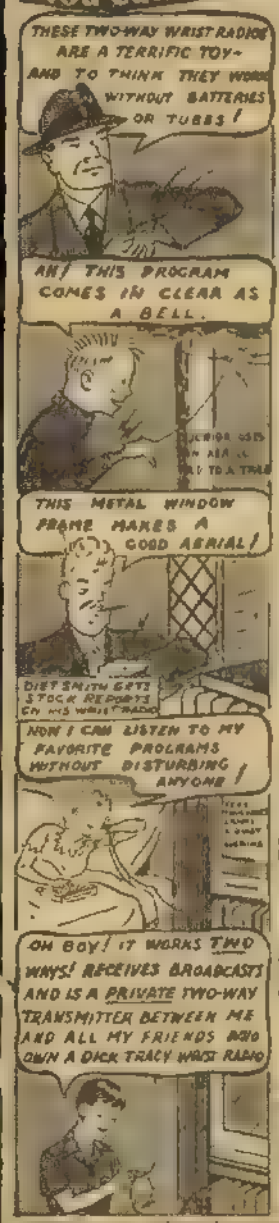
Genuine

DICK TRACY

RECEIVES TWO-WAY TRANSMITS

WRIST RADIO

For Only $3.98 Complete with Aerial and Ground Wires



Wear It Like a Wrist Watch, Carry It In Your Pocket!

This illustration is almost exact size yet it **BRINGS IN RADIO RECEPTION LOUD and CLEAR.** You'll marvel at its efficiency. Complete unit—first cost is last cost.

ACTUAL SIZE

Built-In Phone

No Batteries

No Electricity

No Tubes

Sensational

Never Wears Out!

Enjoy Music, Sports, Stories, Etc.

WATCH SIZE POCKET RADIO

Illustration is just about actual size. Ruggedly made with beautiful plastic case, all electronic parts inside. Strap for wearing on your arm or carry in your pocket.

Not a Crystal Radio but War Developed Radar Diode Detector

Has famous super sensitive war developed diode rectifier and detector that [illegible] GUARANTEED TO BRING IN STATIONS UP TO 50 MILES AWAY AT NIGHT AND MUCH GREATER DISTANCES UNDER FAVORABLE WEATHER CONDITIONS AND LOCALITY [illegible].

No Batteries, No Electricity, No Tubes, No Expense

The first cost is your last cost. It [illegible] does not wear out. Leave it on [illegible] ready to receive or send messages. [illegible] Lasts for years. Uses no batteries, tubes or electricity. Nothing to [illegible]. Large size for [illegible] set.

Receives and Transmits--and Receive Messages

Also can be used as telephone to carry messages back and forth. Here is a practical radio that will give you many months and years of real enjoyment at a [illegible] expense. Comes complete ready to [illegible] use, with built-in detector and earphone.

No. 8570. DICK TRACY TWO WAY WRIST RADIO. Price Postpaid [illegible] $3.98

★ 139

distin dynaplane

the boat that planes while others plow

PLANING HULL rides level atop water, instead of "plowing" as do displacement type hulls. You can feel the boat "level" off as it accelerates into its smooth high-speed cruising pace.

OUTBOARD RUDDER strut holds propeller shaft. No disturbance of water ahead of screw. Only one opening in hull. End plate forces water down on rudder for sure control at *all* speeds.

FLARED STERN adds stability. Flare extends length of hull. Won't capsize, won't dig in, even on top-speed turns in rough water. Stressed-skin shell adds extra strength, cuts weight.

DEEP FREEBOARD for comfort and dry rides . . . greater safety for your young riders. Cushions in deep seats are life preservers. Plenty of leg room in both front and rear cockpits.

BUILT-IN SPRAY fenders won't knock off. Give protection to water-tight and shatter-proof bonded mahogany hull. Bow plate incorporates running lights to eliminate deck glare.

POSITIVE ACTION throttle set in lucite wheel. Reverse gear handle set into elbow rest at right side. Easy to handle for smooth docking, running in shallow waters and tight places.

Sensational Performance at a Price You Can Afford

The Distin Dynaplane is a *new type* of boat, as big a step forward in boating as jet planes in aviation.

The Dynaplane is the *only* craft with a planing hull and stressed-skin shell. Light in weight, packed with power, it gets up on top the water and "planes." It rides high and level, instead of bow-high and stern-low; engine power goes for speed instead of plowing water aside.

Whether you're new to boats or have owned dozens, you'll be amazed at the sensational performance of the Dynaplane. Speeds up to 44 miles per hour, instant response to rudder at all speeds. Try sharpest turns at full throttle; you won't and can't capsize a Distin—even in rough water.

Engineered from wartime research on torpedo craft, the Dynaplane was proved in towing tests. Distin, after years of custom-building boats, now concentrates on this one size of hull, to offer you lower prices through volume.

There are three 1950 Distins. Two "Dynaplanes" seat six each, have 75 or 112 HP Gray engines. The third, a 3-place utility, has a 45 HP Gray. Prices range from $1895 to $2395 —fully equipped, no extras.

See the "Dynaplane" at the show, ask your dealer to arrange a ride at his base, write for literature. See Distin first, for no other boat offers so much for so little money.

distin boats

Dealerships Open

Sell the Distin, for more profits in 1950. Call at the show or write direct. Demonstration arranged at your base if in East.

distin boat sales company

roslyn heights, long island, new york

Attractive Dolls for the Budget Minded

(A) **Soft Baby Doll with Cry Voice.** An unusual value at this low price. Composition arms, legs, turning head. Sucking eyes; lashes. Painted hair. Cotton stuffed body. Organdy dress, net trim. Bonnet to match. Cotton slip. Socks, shoes. Shp. wt. 2 lbs.
48 W 3918 About 15 in. tall . 1.89

(B) **Toddler in Snowsuit.** All composition, jointed arms and legs . . . stands alone. Painted features and hair. Cotton snowsuit with elastic at waist and ankles. Hood to match with rayon fleece trim. Socks, imitation leather tie shoes. Shp. wt. 1 lb. 4 oz.
48 T 3643 About 12 in. tall . 1.29

(C) **Latex Doll in Diaper.** Latex (soft rubber) "skin" stuffed with foam rubber gives baby "feel" in the chubby little doll. Molded soft rubber head, painted features, hair. Cry voice. In cotton flannel diaper. For clothes for this baby, see Layette on Page 124 and Sweater Set on Page 118. Ship. wt. 1 lb.
48 T 4048—About 11 in. tall. . . 92c

(D) **Baby Doll with Molded Plastic Head and Cry Voice.** A truly lovely doll with dainty lifelike features of which plastic dolls are known. Pinch cry. Sleeping eyes; lashes. Soft plastic arms and legs, cotton stuffed body. Sheer ninon dress, lace trimmed. Bonnet to match. Cotton slip. rubber panties. Socks, shoes
48 T 4255 Abt. 16 in. tall. Wt. 2 lbs. 2.95

(E) **Girl Doll with Mohair Wig.** All composition, jointed arms and legs, turning head. Sleeping eyes; lashes. Fluffy organdy dress with braid and lace trim. Matching bonnet. Cotton undies. Socks, shoes. Ship. wt. 2 lbs.
48 T 38.4 About 15 in. tall . . 2.49

(F) **Beautiful Baby Doll with Mohair Wig and Cry Voice.** A super value at this price. Composition turning head, soft rubber arms, legs, cotton stuffed body. Sleeping eyes; lashes. Cry voice. In braid trimmed organdy dress, bonnet. Cotton slip. rubber panties. Socks, shoes.
48 T 4256—Abt. 16 in. tall. Wt. 2 lbs. 2.95

(G) **Little Girl with Mohair Wig and Cry Voice.** Composition turning head, painted eyes. Soft rubber body. Rayon [illegible] coat, bonnet. Organdy dress, cotton slip. Socks, shoes. Ship. wt. 1 lb. 8 oz.
48 T 4265 - About 10 in. tall. . . . 2.19

(H) **Baby Doll in Flannel Sleeper.** All composition; curled mohair wig and legs. Painted features; hair. Ship. wt. 12 oz.
48 T 3648 About 10 in. tall . . . 79c

(J) **Topsy Doll.** Composition, jointed arms, legs. Yarn pigtails. In cotton dress, panties, bib and booties. Ship. wt. 12 oz.
48 T 3905 - About 9 in. tall . . . 79c

(K) **18-in. Plastic Girl Doll** in slip and panty. Use slip as basic pattern for making other clothes. Lots of fun for little designers to dress. Turning head; sleeping eyes; mohair wig. Socks, shoes
48 W 3825—Ship. wt. 1 lb. 12 oz. . 4.65

15-in. Plastic Girl Doll (not shown). Like (K) but smaller size without slip.
48 W 3824—Ship. wt. 1 lb. 4 oz. . . . 3.15

"Mommy's Baby." A New Talking Doll.

(A) "MOMMY'S BABY" WITH GENUINE WIG. ... Jumbee, makers of fine quality dolls. Her ... r hair of real kanbakin can be brushed, ... shampooed with a damp cloth. Her beau- ... lded plastic turning head and petal soft ... of Latex (soft rubber) can be washed. Legs and jointed arms are exquisitely detailed with dimples and creases baby fashion. Cries "Ma-ma" when you press her tummy. Adorable chubby baby face big, lifelike glassene sleeping eyes; real lashes. Dressed in a lovely lace rimmed rayon taffeta baby dress with intricately tucked bodice. Bonnet to match. Lace-trimmed full cotton slip and panties. Socks, tie shoes.

48 T 4290—Abt. 25 in. tall. Wt. 7 lbs. 4 oz.. 18.45
48 T 4289—Abt. 23 in. tall. Wt. 4 lbs. 12 oz. . 14.45
48 T 4288—Abt. 19 in. tall. Wt. 3 lbs. 14 oz.. 11.45
48 T 4287—Abt. 18 in. tall. Wt. 2 lbs. 12 oz.. 9.45

(B) EFFANBEE'S SENSATIONAL NEW ELECTRONIC TALKING DOLL. She'll be a real playmate to the lucky little girl who finds her under the tree on Christmas morning. She sings "London Bridge is Falling Down" ... says her prayers like a good little girl ... laughs inhumably ... and talks to her little mother in an endearing childish treble when you push a button in her side. Guaranteed talking mechanism is an electronic device powered by 2 ordinary flashlight batteries (included). It's sturdily made, carefully built within the cotton stuffed cloth body of the doll for long, trouble-free action. Molded plastic head, sleeping eyes, real lashes. Vinylite (soft plastic) arms, legs, wonderfully detailed. Dressed in bolero-type taffeta dress, checked taffeta and bow trim. Matching bonnet. Lace trimmed taffeta panties. Socks, patent leather shoes. $2.50 Down. See Pg. 175.

48 T 3947—Abt. 28 in. tall. Wt. 8 lbs. 8 oz.. 23.79

LOVABLE AND APPEALING LITTLE BABY IN KNITTED WOOL SWEATER SET

(C) A dear little baby in a 100% wool sweater and hood outfit. All Latex (soft rubber) body with chubby baby-shaped ... rubber stuffing gives the ... Squeeze her fat little tummy, her legs or her arms and she cries. Beautifully detailed plastic turning head with cute baby expression; big glassene sleeping eyes with real lashes; cute little molded ears. She's all dressed up in a baby-style lace trimmed organdy dress, cotton slip, flannelette diaper, socks, shoes and sweater set.

48 T 4261—Abt. 25 in. tall. Wt. 4 lbs. 6 oz. . 8.85
48 T 4260—Abt. 21 in. tall. Wt. 3 lbs. 8 oz.... 6.45
48 T 4259—Abt. 18 in. tall. Wt. 2 lbs. 4 oz.... 4.75
48 T 4258—Abt. 13 in. tall. Wt. 1 lb. 4 oz.. 2.89

Pressure applied to legs or body produces baby-like cries which you can very easily control

If you nod her head or press her arms against her body, she answers with a natural-sounding coo . . . just like a baby

Petite Life-size Baby Coos is almost as tall as a 1-year-old child

Price cut $5.9 on lifesize Baby Coos

Was ~~$22.95~~

$16.98

Lifesize Baby Coos—wears real baby clothes

As big as a real live baby—wears 6 to 12-month size baby clothes—v lightweight. Has all features of BABY COOS doll at left. Magic Sk rubber body stuffed with foam rubber . . . practically unbreakable plast head. "Go-to-sleep" eyes with silky lashes. Can be bathed and powdered Wears corduroy coveralls with straps that unbutton, matching tam, cotto shirt and panties, rayon socks, real leather baby shoes

79 N 03076—27 inches tall. Shpg. wt. 7 pounds. (*Was $22.95*).....Now $16.9

Ideal

NEW LOW PRICES on nationally famous "Baby Coos"

She's the most sensational baby in all dolldom

- She coos if you cuddle her
- She sobs if you paddle her
- She complains if pinched
- She has "go to sleep" eyes

Was ~~$5.49~~

$4.98 14-inch

Prices greatly reduced to make it easier for BABY COOS to become a member of your household. She's a real celebrity . . . has appeared on television and radio. Newspapers have shouted the BABY COOS story all over the country.

BABY COOS looks, feels and even makes sounds like a real, live baby. Caress her gently and she'll coo affectionately. Pinch her and she'll give a plaintive sob. And, if you squeeze her roughly, she'll scream to let you know it hurts! Her smooth Magic Skin rubber body is stuffed with soft foam rubber – she's warm and cuddly—almost human to touch. Like any infant, she must be bathed, powdered and dressed. Her head is practically unbreakable plastic. Go-to-sleep Lucite eyes have a bright sparkle. Long, silky lashes. BABY COOS wears rib knit cotton shirt and panty. Comes with complete outfit: a sheer, prettily-trimmed organdy dress with matching bonnet, cotton slip, rayon socks, imitation leather shoes, 3 powder puffs and 6 clothespins.

49 N 3040—14 inches tall. Shipping wt. 2 lbs.	(*Was $ 5.49*)	Now $ 4.98
49 N 3042—18 inches tall. Shipping wt. 2 lbs. 8 oz. .	(*Was 9.49*) . .	Now 8.98
49 N 3061—22 inches tall. Shipping wt. 4 lbs.	(*Was 12.98*)	Now 12.49

NEW—Baby Coos with mohair wig and complet layette in carrying case . . . ready to go visiting

Now has a lovely mohair wig, an outstanding value due to Sears' economical distribution methods. Wears knit cotton shirt and panties. Her de luxe layette includes: organdy dress, bonnet, slip, lace-trimmed cotton bed jacket, cloth coat and bonne rayon socks, imitation leather shoes, 3 powder puffs, soap, miniature plasti dishes, tummy band and 6 clothespins. Doll has all features of BABY COO at left. You can bathe, powder and dress her. Lucite eyes "go to sleep."

$10.7

49 N 3696—14-in. doll. With layette and case. Shpg. wt. 5 lbs. $10.7

Be sure to see page 283 for full details on Sears Easy Terms

Give a Toni Play-Wave Doll!

Wave her lustrous Nylon hair again and again
What fun for your little "hairdresser!"

$9.49 14½ in. size

Now Dolly has the Toni! And your little gi be the imaginative hairdresser to desig and different hair stylings for this glam doll. Toni's hair-dos will never go out of Dolly keeps pace with changing fashio cause her hair can be waved over and over again. gloriously soft nylon hair is specially applied so it won't loose from her head. Frequent shampooing and play w won't harm its texture, either.

Toni Doll comes with a complete play-wave kit—co comb, curlers, papers, shampoo and Toni Play-Wave fo with a bottle to hold the waving solution. Mother will be to know that this play-wave formula makes a harmless sug water solution. (To make solution, mix 1 teaspoon of sug ¼ cup of water.) It's always easy to keep a supply on h

Toni's plastic, so it won't matter if she gets wet shampooing. Just wipe her dry and go ahead with the " treatment." Practically unbreakable, too. Jointed arms a move with lifelike grace. Head turns and tilts just like a girl's; sparkling go-to-sleep eyes have real lashes. Wears cotton dress (assorted styles, sorry no choice). Cotton slip and panties have lace trim. With rayon socks, im leather shoes. Wears attractive ribbon bow in her nylon

49 N 3374—14½ in. tall. Shpg. wt. 1 lb. 14 oz. ... $9.49

49 N 3375—16 in. tall. Shpg. wt. 2 lbs. 4 oz

Dolls with special personalities. She'll treasure them for years

A **Howdy Doody—the Television Cowboy.** Here's a happy-go-lucky hombre who's taking the country by storm! Sturdy plastic turning head. Jaws move like ventriloquist's dummy. Go-to-sleep glass eyes; soft, cotton-stuffed body, vinyl hands. Wears cotton bandana, bright shirt, frontier pants, imitation leather cowboy boots, belt. About 20 inches tall. **$5.69**

49 N 3571—Shpg. wt. 3 lbs. $5.69

B **Pigtail Doll.** All practically unbreakable plastic, finely detailed. Has jointed arms and legs; the head turns and tilts. A rich mohair pigtail wig frames the lifelike plastic head. Go-to-sleep eyes with lashes. Wears a wide-brimmed straw hat, lace and embroidery trimmed cotton dress, half slip and panties. Rayon socks and imitation leather shoes. Order today. Shipping weights 2 pounds, 3 pounds. **$5.49** 14½-in. size

49 N 3345 14½-in. $5.49
49 N 3346 17-in. 6.98

C **Judy Splinters, sparkling new television personality.** Turning head of flexible vinyl plastic finished in excellent detail. Special ring on back of her neck controls head movement secretly. Pigtail yarn wig with ribbons. Soft body stuffed with cotton and foam rubber. Rubber skin arms and legs. Authentic television costume of lovely broadcloth: dress, jacket, panties. Rayon socks, imitation leather shoes. About 17 inches tall. **$6.65**

49 N 3564—Shpg. wt. 2 lbs. $6.65

D **Doll Bride with Satin Gown.** Enchantingly beautiful in traditional white. Rayon satin dress with veil cap trimmed with silver metallic braid. Long, flowing net veil. Carries bouquet of artificial which also decorate her gown. Wears half slip over crinoline underskirt and ties. Rayon socks and imitation leather. All plastic body. Jointed arms and legs turns and tilts, go-to-sleep eyes, wig. Bride doll makes an ever popu Shipping weight 2 pounds 8 ounces. $

49 N 3360 18 inch doll .... .

Order all your Christmas needs on Sears Easy Terms. For complete details see page 283 of this catalog.

and Others . . . for Every Age, Every Purse

(N) **Big Girl on Roller Skates.** Winsome miss all ready for the "Skater's Waltz" with spare shoes in her hand. Beautifully modeled plastic jointed arms, legs, turning head. Lustrous glassene sleeping eyes; real lashes. Mohair wig in authentic little girl hairstyle. About 18 in. tall. Smartly dressed in a colorful rayon taffeta plaid dress and matching panties. Fleecy "Sloppy Joe" sweater and matching beret. Rayon socks. Imitation leather skates and skating shoes. Little skate protectors with tiny wheels that really roll.
48 T 3869—Ship. wt. 3 lbs. . . . 7.39

(P) **Miniature Martha Washington.** All plastic moving arms and head. Sleeping eyes. Mohair wig. About 7½ in. tall. In sheer nylon with sparkling flower design. Fluffy ruffle trim. Felt hat. Paper parasol. Panties, underskirt. In gift box.
48 T 3681—Ship. wt. 12 oz. 1.69

Read "Facts About Dolls," Pg. 114.

(R) **School Girl.** She's the cutest girl in class in her perky little outfit. All plastic doll with painted arms and legs, turning head. Big glassene sleeping eyes; real lashes. Curly satin mohair wig. About 18 in. tall. Gay rayon plaid skirt with white cotton bodice and panties attached. Velveteen bolero jacket with lace bow at neck and matching velveteen beret. Socks and ankle strap slippers.
48 T 3858—Ship. wt. 2 lbs. 4 oz. . 5.89

(T) **Miniature Bridegroom.** All plastic with moving arms and head. Sleeping eyes; painted hair. About 7½ in. tall. Dressed in felt suit, cape and plastic vest. In gift box.
48 T 3879—Ship. wt. 10 oz. 1.69

(U) **Miniature Bride.** All plastic with movable arms and head. Sleeping eyes; mohair wig. About 7½ in. tall. Dressed in brocaded rayon satin dress and bridal trim. Net veil, flowers. Panties, underskirt. In gift box.
48 T 3877—Ship. wt. 12 oz. 1.69

(V) **Rootin' Tootin' Cowgirl.** She's all western as can be in her color ensemble. All plastic doll, jointed arms and legs that move like lifelike glassene sleeping eyes; real lashes. Fluffy mohair wig. About 16 in. tall. Felt bolero and skirt, fringed felt trim. Tiny metal spurs on her boots; little gun in her holster. Rayon Satin shirt, panty. Cotton neck scarf. Felt "sombrero."
48 T 3873 Ship. wt. 2 lbs. 4 oz. 6.45

(W) **Miniature Cowgirl.** All plastic with movable arms and head. Sleeping eyes. Mohair wig. About 7½ in. tall. Plastic vest, skirt, boots. Felt "sombrero" and holster, little plastic gun. Rayon blouse, kerchief. Slip, panties. In gift box.
48 T 3867—Ship. wt. 12 oz. 1.69

(X) **Miniature Cowboy Like Cowgirl (W).** Has real plastic vest. About 7½ in. tall. Felt hat, vest, holster with gun. All plastic boots. Rayon shirt, kerchief. In gift box.
48 T 3880—Ship. wt. 12 oz. 1.69

(Y) **"Terri Lee."** All plastic—guaranteed unbreakable and actually modeled from a real live 2 year-old child. Her lovely blonde hair can be shampooed and set or "permanented" with Rayve Kit on Page 114. About 17 in. tall. Washable, beautifully painted features; head turns and tilts; jointed arms, legs. In percale dress, panty, tie shoes, socks. Booklet tells all about "Terri-Lee" and how to join her "Friendship Club."
48 TP 3865—*Postpaid*. 9.95

(Z) **"Pam Perma Wave" Doll** with one *human* hair that can be curled with her curler set or "permanented" with Rayve Kit on Pg. 1.4. Plastic movable arms, head, sleeping eyes, lashes. Rayon satin robe. 4 plastic curlers, comb, mirror, make up cape; sponge, wave aids. In box.
48 "P"3887 Ship. wt. 1 lb. 2.69

Soft Plastic "Baby Skin" by Horsman

HORSEMAN DOLLS ARE EXCELLENT VALUES We ' made throughout—not to be confused with similar dolls of inferior quality a d workmanship Arms and legs are soft Vaylis plastic . look and fee like real baby skin (Same material is used in making artificial arms and legs). Hands have separate flexible fingers, chubby arms and legs are shaped and dimpled. Turning heads are made of hard plastic, exquisitely molded and almost unbreakable. All have sleeping eyes and real lashes (except (F) which has painted eyes) Wigs, where used, are fine mohair firmly sewed to cloth foundation Soft cotton stuffed bodies.

(A) BABY DOLL IN COAT. Sweet baby in rayon satin coat with deep, lace trimmed collar Bonnet to match P k organdy dress, full cotton slip. Rubber panties. Socks, shoes Sleeping eyes, mohair wi. Cry voice wt 2 lbs.
48 T 4271 -About 15 in tall 4.99

(B) BIG 22-IN. BABY DOLL. Dressed in fluffy sheer rayon ninon, lace trimmed ' atching bonnet. Full cotton slip, r ubber panties socks, shoes Sleeping eyes mohair wig Cry voice
48 T 4281 Sh p, wt 9 lbs 4 oz 6.39

(C) EXTRA BIG 25-IN BABY DOLL. Fluffy sheer rayon nnon dress and bonnet, lace trimmed. Cotton slip, rubber panties. Socks, shoes. Sleeping eyes, mohair wig Cry voice
48 T 4285—Sh.p, wt. 4 lbs. 12 oz ..7.75

(D) SNOWSUIT BABY Winsome little girl all dressed and ready for a frolic in . e snow with her new little mother She's wearing a cotton flannel snowsuit trimmed 'round the parka hood and cuffs with soft, fluffy maribou. Pants are separate. Mittens to match. Socks, imitation leather tie shoes. Sleeping eyes, molded tinted hair. Cry voice Ship. wt. 3 l a.
48 T 4274—About 19 in tall ...4.98

(E) SOFT BABY IN PINAFORE. Pretty little miss in a sheer ninon pinafore with big flocked dots and a matching bonnet. Embroidered eyelet organdy trims the pinafore. Dress underneath is crisp white organdy. Full cotton slip. Rubber panties. Rayon socks, imitation leather shoes. Sleeping eyes; mohair wig. Cry voice. Ship. wt. 2 lbs.
48 T 4270—About 15 in. tall 3.69

(F) SOFT LITTLE BABY DOLL. An appealing infant any little girl will love to mother She's dressed in a long sheer rayon ninon dress with lace trim. Matching bonnet Full cotton slip. Pink cotton knit booties. Painted eyes and hair. Ship wt. 1 lb. 8 oz.
48 T 4266—About 14½ in. tall... 2.69

(G) KNIT OUTFITS. Just like the sets real babies wear An extra cute addition to any doll layette. Soft cotton yarn knitted sweater with buttons down the front, and bonnet, booties, mittens to match. Ship. wt. per set, 6 .
48 W 4120—For 19 to 23-in Dolls 1.45
48 W 4119 For 15 to 18-in Dolls.. 1.29
48 W 4118—For 10 to 14-in. Dolls . 1 00

Don t Miss "Facts About Dolls" on Page 114. Order your Christmas Gifts Early

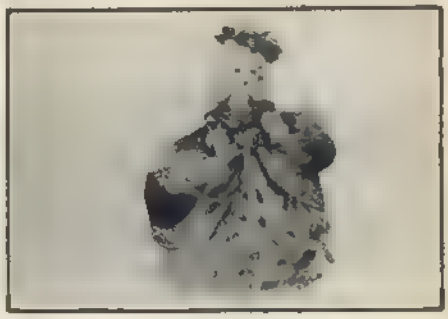
TH43 - SWEDEN DOLL
#309. A 7-inch doll with movable eyes and head, and a plastic body. Dressed in an authentic copy of a royal costume. The gown is complete to the smallest detail.
TO RETAIL AT $3.95

TH44 - NORWAY DOLL
#310. A 7-inch doll with movable eyes and head, and a plastic body. Dressed in an authentic copy of a royal costume. The gown is complete to the smallest detail.
TO RETAIL AT $3.95

TH45 - FINLAND DOLL
#311. A 7-inch doll with movable eyes and head, and a plastic body. Dressed in an authentic copy of a royal costume. The gown is complete to the smallest detail.
TO RETAIL AT $3.95

TH47 - NUN DOLL
#802. Dressed in black habit with gold crucifix and white cord around her waist. Doll is 11-inches tall with painted eyes. Movable head and legs.
TO RETAIL AT $3.59

TH48 - BALLERINA DOLL
#805. An 11-inch doll with movable head and legs. Painted eyes. She is dressed in a pink net ballet dress trimmed with forget-me-nots and wears golden dance slippers.
TO RETAIL AT $3.59



TH49 - MARTHA WASHINGTON DOLLL
#809. The gown is of crimson satin over white net ruffles The doll is 11-inches tall with movable head and legs. Painted eyes.
TO RETAIL AT $3.59

TH50 - 7" COMPOSITION DOLL
#700. Movable arms and legs. Painted eyes and hair. Dressed in a jersey diaper.
TO RETAIL AT 39¢

TH55 - 10" COMPOSITION DOLL
#1000. Movable arms and legs. Painted eyes and hair. Dressed in a jersey diaper.
TO RETAIL AT 59¢

TH56 - DOLL WITH HAIR
#360 Fine finish plastic doll with hair. 7-inches tall. To be dressed.
TO RETAIL AT 45¢

TH58 - COLORED TOPSY DOLL
#5986/494. Black pigtails tied with colored ribbons. Movable arms and legs. Dressed in diaper and socks.
TO RETAIL AT 59¢

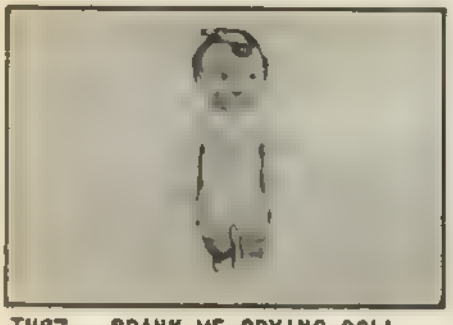
TH63 - DRINK AND WET DOLL
#5986/49/3. Composition doll. 11" tall with painted eyes, movable legs and arms. Has nursery bottle with rubber nipple. Wears diaper.
TO RETAIL AT 79¢

TH65 - 12" COMPOSITION DOLL
#1200. Movable arms and legs Painted eyes and hair. Dressed in a jersey diaper.
TO RETAIL AT 75¢

TH68 - 10" COMPOSITION DOLL
#1003 Movable arms and legs. Painted eyes and hair. Jersey diaper. Flocked dot flared dress with lace sleeves and hem. Tight fitting bonnet to match with lace ruffle. Tied with satin ribbon. Rayon stockings.
TO RETAIL AT 89¢

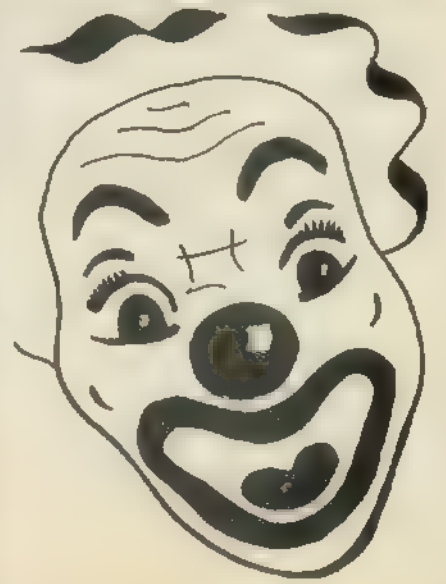
TH77 - ROMPER AND BONNET DOLL
#23/11. 12" composition doll. Movable arms and legs. Painted eyes, hair and mouth. Dressed in printed percale or gingham romper with matching bonnet tied with satin ribbon. Rayon silk socks.
TO RETAIL AT 98¢

TH85 - SLEEPING DOLL
#106. 10" soft rubber doll with painted sleeping eyes and turning head. Simulated pajamas of yellow rubber with painted buttons to match bow. Rust proof whistler. Washable, harmless, lightweight. Comes in colorful box.
TO RETAIL AT 98¢



TH87 - SPANK ME CRYING DOLL
#100. A soft rubber doll that cries when spanked or squeezed. It has painted eyes, nose, mouth and hair. Completely harmless. Comes with diaper and hair ribbon.
TO RETAIL AT 98¢

TH160 - 14" COMPOSITION DOLL
#314/5. Has movable eyes, legs and arms. Dressed in pink dress, with matching hat, undies, shoes and socks. Painted face and hair.
TO RETAIL AT $1.95



Bundles of Joy.. Low Priced Dolls

Diaper Baby with go-to-sleep eyes, jointed arms and legs. $2.95 13-in. size *Priced far lower than a year ago!* Practically unbreakable plastic head, realistic molded facial features. Drinks from bottle, wets diaper. Flesh-like molded rubber body, arms and legs—washable, unbreakable. Head turns
49 N 3611—13-in. doll. Shpg. wt. 2 lbs. 8 oz. (*Was $3.94*). . . . $2.95
49 N 3612—15-in. doll. Shpg. wt. 3 lbs. (*Was $4.94*) $3.89

NEW "Baby Gurgles." $1.99 Squeeze her plump body or her dimpled legs—she'll sigh or sob. She has plastic head which turns, go-to-sleep glass-like eyes and long lashes. Washable rubber-skin body, arms and legs are all one piece, stuffed with cotton and foam rubber. 13 in tall. Shpg. wt. 1 lb.
49 N 3089 . . . . $1.99

The Campbell Kids in person! $2.55 These saucy, captivating imps stepped right out of the Campbell soup ads—ready to win your heart with their coy painted eyes and rosy apple cheeks. Stand without support . . . take dozens of lively poses, to the endless delight of every child. Durable composition, jointed arms and legs, turning, tilting heads. Pert bobbed hair is molded, tinted composition; socks and shoes painted on. Dressed in colorful cotton. 12¼ inches tall. Shpg. wt. each 2 lbs.
[A] **Campbell Boy** 49 N 3430—$2.55
[B] **Campbell Girl** 49 N 3431—$2.55

[C] **Big Sister. Composition.** $2.59 Tilting head, go-to-sleep eyes. Curly mohair wig. Arms, legs move Cotton dress, bonnet, undies. Shpg. wt. 1 lb. 8 oz
49N3321—15 in. tall. $2.59

[E] **Cowboy. Composition** $1.79 head, arms; stuffed body Cotton outfit, metal gun, plastic boots. Wt. 1 lb. 4 oz.
49N3313—14 in. tall. $1.79

[D] **Toddler. Composition.** $1.39 Stands alone; arms, legs move. Cotton flannel coat, leopard cloth trim; lovely bonnet. Shipping weight 1 pound
49N3314-12½ in. tall $1.39

[F] **8½-in. Baby. Composition.** 97c Movable arms, legs; painted eyes. Knit cap, sweater, skirt, panties, bootees.
49 N 3311—Wt. 12 oz. . . . 97c

Doll Clothing

HOW TO ORDER: Measure doll from head to foot. On your order, state catalog number and length of doll in nearest even inches.

[G] **Coat Set for Baby Doll.** Low as $1.12 Coat and matching bonnet made of soft cotton flannel, prettily trimmed. Tasseled rayon cord tie. Shpg. wt. 6 oz
49N3415–Size 10 to 13-in. . $1.12
49N3416–Size 14 to 17-in. . 1.32
49N3417–Size 18 to 21-in. . 1.62

[H] **Dainty Dresses for Baby Doll.** Assorted styles, fabrics; charming lace or ribbon trim. On hangers—ready for dolly's wardrobe. Shpg. wt. ea. 6 oz. Low as 59c
49N3418–Size 10 to 13-in. . . . 59c
49N3419–Size 14 to 17-in. . . . 67c
49N3420–Size 18 to 21-in. . . 82c

[I] **Snowsuit Set for Baby Doll** 1-pc. rayon fleece suit has zipper front, snug knit anklets, all-around belt at waist, rayon cord at neck. Matching bonnet. Shpg. wt. 8 oz. Low as $1.45
49N3423–Size 10 to 13-in $1.45
49N3424–Size 14 to 17-in. 1.69

[J] **Evening Gown & for Girl Doll.** Low as $2.47 Fine organdy print dress—hem, sleeves and neck trimmed in lace; ribbon sash Includes long, lace-trimmed petticoat. Shpg. wt. 10 oz
49N3447–Size 12 to 15-in. $2.47
49N3448–Size 16 to 19-in. . 2.77

[K] **5-pc. Outfit for Baby Doll.** Cotton dress, bonnet, slip, rayon socks, imitation leather shoes. Shpg. wt. 8 oz. Low as $1.17
49N3425–Size 10 to 13-in. . $1.17
49N3426–Size 14 to 17-in . 1.47
49N3427–Size 18 to 21-in . 1.95
49N3428–Size 22 to 25-in . 2.15

[L] **Pajamas for Baby Doll.** On plastic hanger Cuddly cotton flannel, floral design. Snug knit anklets to assure neat fit. Dolls sleep soundly in these! Shpg. wt. ea. 6 oz. Low as 59c
49N3421–Size 10 to 13-in. 59c
49N3422–Size 14 to 17-in 74c

[M] **Corduroy Set for Baby Doll.** $1.49 Full-gathered suspender skirt of velvety pinwale corduroy; matching beret. Striped jersey shirt has ribbed neckband and wrists. On hanger. Shpg. wt. 8 oz
49N3429–Size 10 to 13-in. $1.49
49N3433–Size 14 to 17-in. 1.79
49N3434–Size 18 to 21-in. 1.97

[R] **Carriage Cover Set.** $1.79 19x24-inch cover, pillow to match. Cotton; rayon ruffle; bow trim
49N3537–Shpg wt. 1 lb. . . $1.79

[S] **Zippered Doll's Garment Bag.** Holds up to 8 doll outfits. Transparent plastic film. Cloth binding. Metal top frame, hook. 14x12x4 in.
49N3438 Shpg wt. 8 oz 89c

[P] **4-pc. Roller-Skating Set for** girl doll. Striped cotton jersey shirt, slacks, matching bonnet. Doll-size skates attached to imitation leather shoes. Shpg. wt. 10 oz. Low as $1.47
49N3451–Size 12 to 15-in. . $1.47
49N3452–Size 16 to 19-in . 1.57

[T] **Doll Dress Hangers.** Made of plastic. Shpg. wt. set 6 oz. 8-pc. Set 44c
49N3575 . . . Set of 8 for 44c

[J] **3-pc. Rain Outfit** for girl doll. Cotton plaid coat, bonnet, rubber boots. Shipping weight 1 lb. Low as $1.14
49N3445–Size 12 to 15-in. . $1.14
49N3446–Size 16 to 19-in. . 1.37

Wears knitted outfit

Now this 16-inch tall crying baby has plastic turning head with molded hair. Sleeping glass eyes, real lashes. Vinyl arms, rubber skin legs. Cotton stuffed body. Wears knit wool cap and jacket. Ribbon tie on cap. Sheer organdy dress neatly trimmed, cotton slip, rubber panties, rayon socks; imitation leather shoes.

$3.98

49 N 3131 Shpg wt. 2 lbs.. $3.98

16-inch Curlyhead Doll

This cute little "curly locks" has crying voice, rubber skin arms and legs. Realistic mohair wig. Glassene sleeping eyes, real lashes. Plastic head turns from side to side. Cotton stuffed body. Organdy dress with lace trim; cotton slip; rubber panties, rayon socks, imitation leather shoes. Makes a wonderful gift!

$3.89

49 N 3134—Shpg. wt. 2 lbs. . $3.89

Cuddlesome mask-face Soft Dolls with yarn hair and cotton-stuffed bodies

12½-inch Cutie

A Cunning and petite! Cotton cloth covered; cotton stuffed body. Plastic mask face; painted eyes. Tufts of cotton yarn hair. Cotton dress (assorted styles), matching bonnet, cotton undies, ribbon-tied rayon socks. Shpg. wt. 1 lb.

49 N 3545 $1.29

15½-inch Charmer

B Wonderfully soft and cuddly! Rubberized skin body, arms and legs. Cotton stuffed. Plastic mask face with painted eyes. Tufts of cotton yarn hair. Wears dotted swiss dress, matching bonnet, cotton undies, rayon socks. Shpg wt. 1 lb. 2 oz.

49 N 3569 $1.99

18-inch Big Sister

C Wears colorful straw hat, cotton apron and floral dress with matching panties, rayon socks, imitation leather shoes. Mask face, painted eyes. Full cotton yarn wig. Rubberized cloth covered arms and legs. Cotton-stuffed body. Shipping weight 2 lbs.

49 N 3570 . $2.89

Look at her realistic curly mohair wig!

Feel her super-soft rubber skin arms, legs!

Listen to her plaintive crying voice!

Compare our Record Low Price on this new Ideal

Tickletoes Doll

Choose from 3 popular sizes

The Biggest Values in Wig Dolls that we have seen in eight years!

- Durable, almost unbreakable plastic head turns. Mohair wig
- Open mouth with teeth and tongue showing (except 15-in. size)
- Shining go-to-sleep glassene eyes with thick, real lashes
- Super-soft latex arms and legs has cotton stuffed body
- She's tired and cries softly when you lay her down to sleep!

$5.45 15-inch Size

Your little girl will get ever so much pleasure mothering Tickletoes! Exquisitely dressed in sheer organdy dress trimmed with lace and embroidery. She wears matching bonnet, lace-trimmed cotton slip and pants, rayon socks and imitation leather shoes. *Priced far below similar dolls last year!*

15 inch Baby Doll
Shipping weight 2 pounds.
49 N 3179 $5.45

19-inch Baby Doll
Shipping weight 3 pounds.
49 N 3180 $7.49

Big 23-inch Baby Doll
A great big, cuddly armful! Shipping weight 4 lbs.
79 N 03181 $9.98

CORRAL BIG PROFITS
THE YEAR 'ROUND

with

DOUGHBOY GIANT INFLATED PLASTIC PLAYMATES

BIG! STRONG! BUILT TO TAKE IT!

Made of Tough Vinylite Plastic!

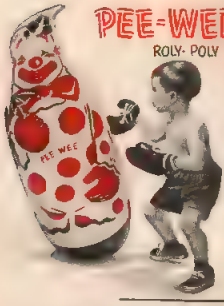
ROY ROGERS
Star of Republic Pictures

ROY ROGERS' TRIGGER

The smartest horse in the movies. Every young buckaroo in America will go wild over this bronco that really bucks! Ride him — bounce on him — wrestle him! Safe for youngsters (and the furniture and rugs, too)! In rich, true colors 24" high, 36" long. Individually packed, 36 per case, wt. 45 lbs., #1558, Retail $3.00

ROLY-POLY BOUNCER

"Trigger's" sidekick for the smaller fry. He's full of ginger and does everything "Trigger" can. 22" high and 22" long. In his own natural colors. Individually packed, 36 per case, wt. 40 lbs., #1557, Retail $2.00



PEE-WEE Jr. ROLY-POLY CLOWN

Same tough construction and play value as his big brother! 3¾ ft. high, 3¾ ft. around. In bright red, white and blue. Individually packed, 6 per case, wt. 30 lbs., #1545, Retail $3.50

BOBO ROLY-POLY CLOWN

The sensational best-seller that's at the head of the nation's toy parade! All the kids love him! 4¼ ft. high, 4¼ ft. around. In gay red, black and white. Individually packed, 5 per case, wt. 60 lbs., #1544, Retail $5.00

RIDE 'EM! • JUMP ON 'EM! • BEAT 'EM! • WRESTLE 'EM! • PUNCH 'EM!
KICK 'EM! • TACKLE 'EM! *They're scuff-proof, scratch-proof, color-proof and fire resistant!*

Doughboy INDUSTRIES INC.—New Richmond, Wis.
(Plastics Division)

WRITE, WIRE OR PHONE YOUR ORDER TODAY! THERE'S BIG DOUGH IN DOUGHBOY!

Meet Miss Valentine of 1951

a Duchess Creation

*7½ inch doll packaged in a sales getting acetate window box

*Beautiful all plastic body with moving arms, head and moving eyes

This exquisite Duchess Valentine Doll is dressed in a white and red printed rayon gown trimmed with red ribbon and decorated with gold braid; attached to the wrist is an attractive Valentine Day card.

N. Y. SHOWROOM
200 FIFTH AVENUE, N. Y. C.

Duchess Doll Corp.

86-27 Roosevelt Avenue, Jackson Heights, L. I., N. Y.

SEND FOR COMPLETE CATALOG

HERE THEY COME . . .

THE NEW 1950 DUCHESS *DOLL LINE*

WITH THE IRRESISTIBLE MOVING EYES

• 7½ Exquisite Dolls • Gorgeously Dressed • 36 Different Numbers
Packed in Sales-Getting Acetate Window Boxes

Also Available With PAINTED EYES

THE FASTEST-SELLING LINE IN AMERICA

Northwestern Rep.:
L. W. DAVIDSON
91 Yesler Way
Seattle, Washington

Southeastern Rep.:
P. C. BROCKMAN & ASSOCS.
1710 N. Decatur Road, N.E.
Atlanta, Georgia

Southwestern Rep.:
Irving Cutler
14362 Miranda
Van Nuys, Calif.

WRITE FOR CATALOGS

Duchess Doll Corp.

8-11 ROOSEVELT AVENUE WOODSIDE, L. I., N. Y.

Don't put in a drop of anti-freeze

until you've had a cooling system check-up—

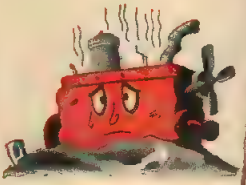
Here's why:

1. You spend good money to buy anti-freeze—to protect your car from freeze-ups—and to help it run efficiently by keeping the cooling system free of rust . . .

2. But suppose there are leaks —maybe in the radiator—the hose connections—or the pump . . .

3. Or suppose there's rust clogging the water jacket or those tiny passages in the radiator—causing serious overheating . . .

4. And you lose the anti-freeze you spent your good money to buy . . .



5. Then what have you got?— No protection—maybe a ruined engine block—your car out of commission—heavy expense to you.

So get a complete cooling system check-up first

The dealer who displays this emblem offers you a *special* winter service. Make a date with him early for anti-freeze and for a thorough cooling system check-up before the anti-freeze rush jams his driveway.

"ZERONE"* $1.25 A GAL

Everything most car owners need for complete winter protection. No evaporation problem—needs only occasional check-up. Chemical rust-inhibitor gives long-lasting protection against corrosion. More motorists use "Zerone" anti-freeze than any other brand.

"ZEREX"* $3.50 A GAL

Du Pont's premium-priced brand. For extraordinary conditions; high opening thermostats; high altitudes; or temperatures colder than 30° below zero. Chemical rust inhibitor keeps a clean cooling system clean. No finer anti-freeze of its type than "Zerex".

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

how well it pays to nourish EVERY INCH of your dog!

Folks experienced in raising dogs know how risky it is to rely on hit-or-miss food scraps. Because top nourishment can do so much to lengthen the healthy, useful life of your dog, it's wise to see that he's fed scientifically.

Made by an organization with vast resources entirely devoted to dog nutrition, Gaines is sure to nourish *every inch* of your dog every time. **Yet Gaines costs less to feed than any other type of dog food!**

SAVE UP TO 20%

by buying Gaines in the big 25-lb. or 50-lb. bags at your grocer's!

What could be simpler than buying Gaines along with the family groceries? And grocers now feature the extra-thrifty 25-pound and 50-pound bags of Gaines at the lowest prices. On the 25-lb. size you save up to 20% compared with smaller packages—a saving that amounts to getting 4 to 5 pounds FREE!

Gaines DOG FOOD!

DAIRY

24-cow herd. They figure they'd make more money even then.

The Watters compare artificial breeding with paying for stud service for mares years ago.

"We used to pay $15 to $20 to breed a mare, and figure we were doing well if we could sell the mule or colt as a weanling for $65 to $75. Now we pay $6 to service a cow, and we have been offered $600 for six of our three-month-old heifers. And besides, we get the income from the milk of the cow."

The mothers of those six heifers (five of the cows from artificial breeding themselves) made an average of $316 worth of milk above feed cost during the year following calving. Add $100 for a heifer calf on top of that, and it's easy to see why the Watters would pay more for artificial breeding.

This Dairyman Has A Formula for Success

Good grass. Good bulls. Big cows. That's a money-making combination on the Owlhurst Farm, managed by Everett Shull in Burlington County, N. J.

Their 35-cow herd average runs up to more than 500 pounds of fat and 15,000 pounds of milk.

On the last of October, you'll find their cows grazing in 15 inches of rye planted for fall pasture. By the first of April the cows will be knee-deep in rye again—in rotated pastures. There's plenty of sudan grass for the hot summer dry spell. And there are 46 acres of permanent pasture—all divided into 10 rotation plots, which furnish both pasture and hay.

On the Owlhurst Farm they won't consider using anything but a good bull. The last bull they had now has 12 daughters in the herd; they average 14,077 pounds of milk and 510 pounds

Photo: Franklin P. Ferguson

Keeps Bulls Dry

Tie stall for bulls with a special drain in the middle of the floor that helps keep bedding dry. This one, at the bull barn, Penn State College, is flushed with a built-in

MEET ME AT THE TOY SHOW

. . . AND SEE THE COMPLETE NEW GOLDBERGER DOLL LINE

BABY DOLLS
WITH — —
VINYL ARMS & LEGS

•

LATEX DOLLS
BABY DOLLS
PLASTIC DOLLS
BROTHER & SISTER DOLLS

•

28" ALL RUBBER DOLLS
WITH PLASTIC HEADS

HOTEL McALPIN
ROOM 673-675

HOTEL NEW YORKER
ROOM 850

EEGEE DOLL

Goldberger Doll Mfg. Co., Inc.

MANUFACTURERS OF EEGEE PRODUCTS

1107 BROADWAY • NEW YORK 10, N. Y. • ROOM 1208

FACTORY: 307 RICHARDSON ST., BROOKLYN, N. Y.

STOCK OUR FULL LINE FOR GREATER PROFITS

AMERICA'S MOST PREFERRED NOVELTY LINE

#14
MELODEE CHRISTMAS BELLS — Brilliant colored, non breakable non-tarnishable. Ideal for Christmas decorations.

See Our Full Line AT THE TOY FAIR

CRITERION BELL & SPECIALTY CO. Inc. — HOTEL McALPIN ROOM 676

KRAIN & CANTON — 200 FIFTH AVE. ROOM 503

#24
"MINIATURE" MELODEE CHRISTMAS TREE BELLS — Brilliant metallic colors, non-breakable Ideal for Christmas decorations.

#197
LITTLE MISS KITCHEN UTENSILS SET—Full set of cookware for the Little Miss.

#173
KITCHEN UTENSILS—Also comes in larger sizes.

#198
LITTLE MISS MIXER—A workable miniature just like Mother's.

#18
NICKEL PLATED JINGLE BELLS.

Fill your Buying Needs Today with these FAST SELLING ITEMS

BELLS

- CHRISTMAS TREE ORNAMENT HANGERS
- WREATH CLUSTER BELLS
- BELL PACKAGE DECORATIONS
- ALUMINUM BELLS
- NEW MINIATURE BELLS
- NEW SANTA ELECTRIC MAGIC BELLS
- CARDED AND BULK JINGLE BELLS

TOYS

- AUTO HOIST SETS
- KITCHEN UTENSILS
- COOKING SETS
- TOY MIXERS
- MEAT GRINDERS
- CARS
- PASTRY SETS

FULL LINE OF POPULAR PRICED INFANT TOYS

CRITERION Bell & Specialty Co., Inc.

39-08 24 STREET — LONG ISLAND CITY 1, N. Y.

REPRESENTATIVES:

CHICAGO — D. WEISBERGER & ASSOC. 944 MERCHANDISE MART CHICAGO 54, ILLINOIS

LOS ANGELES — HARVEY M. BALCH & CO. 1031 LOS ANGELES ST. LOS ANGELES, CALIF.

Fireman red knit cotton Sleeper

"It's lots more fun to go to bed when my sleeper's fireman red!"

You'll be a wise Santa to choose this bright red Honeysuckle sleeper for any size 4 to 8 . . boy or girl! Made of soft knit cotton . . one-piece style with Gripper Fasteners, snug rib-knit cuffs, double fabric feet, elastic drop seat. Wash separately. *State size* 4, 5, 6, 8, chart on page 152

29 N 3428–Shpg wt 12 oz.
Each $1 89 2 for $3.70

$1.89
Sizes 4 to 8

4-pc. Outfit for future engineers

"Toot, toot! Look at me in my Engineer's Suit!"

Real railroader's blue and white hickory striped overall and cap in heavy Sanforized denim (won't shrink over 1%) with red cotton kerchief and red plastic "engine" whistle. Overall has adjustable suspenders, copper buttons and buckles, 1 bib and 2 side pockets. Washable *State size* 1, 2, 3, 4, chart on page 148. Shpg wt 13 oz

29 N 6812
4-pc set $1 95

$1.95
Sizes 1 to 4

Tram Case
$1.10

Our most popular Women's Luggage

In one short year, value-conscious travelers have made these smart, fashionable, colorful cases the best sellers in Sears history. 1-piece molded plywood frames and 3-ply tops, bottoms make all-wood box. Tough covers impregnated with vinyl plastic resist scuffing and stains. Exclusive new extruded scuffproof vinyl bind ng acts like auto bumper to absorb jolts Rich feminine linings in harmonizing rayon satin (6N9151ME has washable plastic). Weekend has removable zipper cosmetic case. Highly polished solid brass hardware Comfortable handle. *State color* coppertone green, tan, blue.

Type of Case	Size (inches)	Shpg. wt	Catalog No.	Price
A Train Case	14x10 x7½	7 lbs.	6 N 9151ME	$11 10
B Weekend Case	21x13¾x6½	9 lbs.	6 N 09152ME	12 90
C Pullman Case	26x16 x8½	13 lbs.	6 N 09153ME	16.50
D Hanger Case	2 x18 x8½	4 lbs.	6 N 09154ME	19.74
Fortnitter (Not shown	29x20 x8½	8 lbs	6 N 09155ME	26.34

Interiors of these cases same as 6 N 09161ME series described on page 44. (Prices include 20% Federal Excise Tax.)

For Girls . .

Box of 3 lacy pastel Panties

Three pretty panties of firm, heavy quality run-resistant knit rayon . . one pink, one blue, and one yellow of one size packed in a gay gift box. Panties have inch-wide lace insertion down each side Elasticized top and leg bindings. Double fabric crotch Washable. *State size* 4, 6, 8, 10, 12, 14; chart on page 152.

29 N 3010 Gift box of 3. Shpg. wt. 12 oz. $1.49

Box of 3
$1.49
Sizes 4 to 14

Howdy-Doody Fur Ear Muffs

Television's brightest star doubles his lovable freckle-face (plastic) on fluffy mouton lamb fur ear muffs. Metal clip adjusts to fit all head-sizes snugly. Warm, wonderful . . . a standout and practical gift under any Christmas tree.

Colors Brown or gray mouton lamb *Please state color.* Shpg. wt. 5 oz. Packed in gift box. Shipped from Philadelphia or Chicago. Order and pay postage from nearest mail order house

078 N 5365 . . . . . 98c

In gift box
98c
for boys or girls

E $3.98
Misses' Sizes
F $2.49
Sizes 3 to 6x

Two-tone pinpoint chenille robes

E Closely spaced rows of cotton chenille with an overlay scroll motif in a deeper, harmonizing tone. Single-edge row of chenille around the shawl collar, pocket, sleeve cuff. Hand washable. **Misses' sizes** 12, 14, 16, 18, 20. *State size.* Wt. 1 lb. 12 oz.

27 N 7990—Copen blue with royal blue.. . . . . $3.98
27 N 7991 Melon red with wine red. $3 98

Chenille Robe . . Western design

F Little girls will love this robe It's a fine pinpoint cotton chenille, soft and warm to cuddle into. Comes in bright colors with gay Western motif all around the full skirt. Has revere collar, front tie belt, 1 pocket. Wash separately—needs no ironing. *State size* 3, 4, 5, 6, 6x; see chart, page 148. Shpg. wt. 1 lb. 2 oz.

29 N 7549 Scarlet. $2.49
29 N 7550– Med blue 2.49

MEET ME AT THE TOY SHOW

...AND SEE THE COMPLETE NEW GOLDBERGER DOLL LINE

- BABY DOLLS WITH VINYL ARMS & LEGS
- LATEX DOLLS
  BABY DOLLS
  PLASTIC DOLLS
  BROTHER & SISTER DOLLS
- 28" ALL RUBBER DOLLS WITH PLASTIC HEADS

HOTEL McALPIN
ROOM 673-675

HOTEL NEW YORKER
ROOM 850

EEGEE DOLL

Goldberger Doll Mfg. Co., Inc.

MANUFACTURERS OF "EEGEE" PRODUCTS

1107 BROADWAY • NEW YORK 10, N. Y. • ROOM 1208

FACTORY: 307 RICHARDSON ST., BROOKLYN, N. Y.

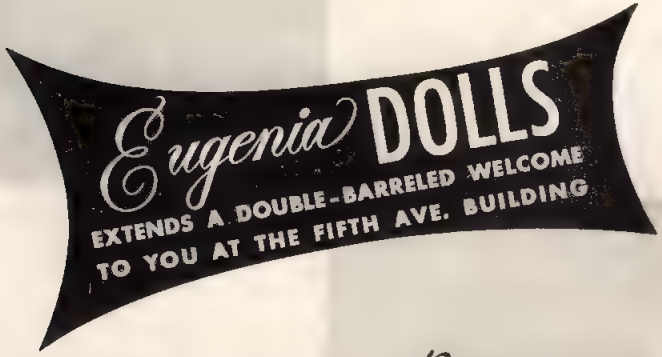
Executive Office

ROOM 518

INEZ HOLLAND

FRED GARDEL

Just A Little Bit **NEWER**
Just A Little Bit **NICER**
And A Lot More
PROFITABLE!



Just A Little Bit **NEWER**
Just A Little Bit **NICER**
And A Lot More
PROFITABLE!

Representatives

MORTON LEVY

JERRY FRYER

at

ROOM 203

ELECTRIC LIGHTED FISH PLUGS

The Sensational Lures That CATCH FISH by the SCORE!

When you go [illegible] CATCH FISH [illegible] these proven electric [illegible] When the other boys come home empty handed use this lure and catch the fish! Each [illegible] to be light in weight yet has small penlight cell and flashlight bulb built right in. Transparent head allows brilliant glow of light to attract fish for great distances. Catches more because it is effective over greater area. Waterproof. Burns for 2½ to 3 hours before necessary to replace battery. Bulb lasts indefinitely. Non-corrosive, waterproof

Electric Sinker & Hook
Wonderful for still fishing. Lights up the bait. Attracts catches.
No. 4796. Price Postpaid **$1.25**

Small Electric Plug
Body measures 4-in. long. Use for all-around fishing.
No. 4795, Small Electric Plug. Price Each, Postpaid **$1.59**

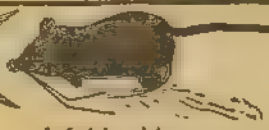
Large Electric Plug
Body measures over 5-in. long. Wonderful plug, day or night.
No. 4789, Large Electric Plug. Price Each, Postpaid **$1.95**

Lifelike
Rubber Angleworm

Time and again when still fishing you'll find use for this lifelike angleworm. Here is an imitation that defies detection from a real worm when in the water. Fish can hardly resist this lifelike bait. In natural colors.
Made of live, tough rubber.
No. 4781. Price Postpaid, **20c**

Lifelike Shiner
Catch The Smart Ones

Looks like, acts like, feels like a fish in its natural color of a shiner. Pays no favorites. It catches them all. Will definitely be one of those lures you will always want with you.
No. 4782, Price Postpaid **55c**



Lifelike Mouse

One of the greatest weedless surface lures ever developed. Can be fished in snags, weeds, lily pads or fallen trees—where you catch the fish. Made of live rubber. Lifelike reproduction in shape, color and action. Cups at the make ripples to imitate swimming mouse.
No. 4783. Price Postpaid. **55c**

Hunting Club Emblem
Rod, Gun
No. 7050.
Price Each, Postpaid **20c**
3 for 50c $1.75 per doz

Complete Fishing Set 25c
Everything Except Bait!

15 Feet of Green Line, 2-inch, S-Colored Barrel Wood Float. Split Shot Sinker, Kirby Hook on Attractive Winder

Complete still fishing set. Nothing more needed except the worm. Easy to carry—entire outfit fits into large pocket. Excellent for trip. Strong line well made set.
No. 4100. Fishing Set. **25c**
Price Postpaid . . . . . .

Everglow Luminous Bobber

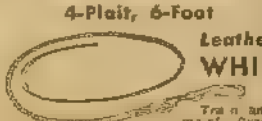
No searching for your fishing bobber when you use this. When you can't see the light, you've got a bite! Ideal for day or night fishing. Luminous—without electricity. See it at night
No. 4798. Price Postpaid **49c**

Rod and Gun Club Sweater Emblem
Colorful chenille. Space at top for inserting club name.
No. 7311. Each Postpaid . . . **75c**
3 for $2.00; 10 for $6.00

MINNOW GLOW
Turns Minnows Brilliant

Turns minnows brilliant red. Attracts ALL fish. Gives minnows luminous bright dazzling glow. Steps up effectiveness to 1,000%. Easy-to-use liquid.
No. 4797 Postpaid . . . **25c**

4-Plait, 6-Foot Leather WHIP



Train anti-mascot. Crack the whip! Four special hard plaited rawhide 4-ply whip. Solid loop. Over 6-ft. long.
No. 6762. Each Postpaid **$1.98**

Youngsters can *Do Things*

Realistic with EMPIRE *Action* **TOYS**

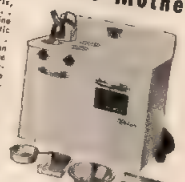
That's Why They SELL SO FAST!

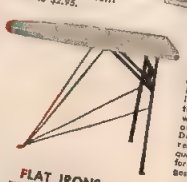
Girls Love These "*Little Lady*"

Toy Ranges, Flat Irons, Ironing Boards that Really Work...Just Like Mother's

Irresistible to girls, mothers and others . . . is the "Little Lady" line of unbelievably realistic toy Electric Ranges . . . Little housekeepers can actually cook and bake with them. Sparkling enamel finish over durable steel construction, electrically welded. Available in a complete range of sizes. 2 burner and 4-burner. Complete with utensils and 12 page cook book. Suggested retail: from $2.95 to $9.95.

Also Play Stoves for tiny tots, suggested retail: $1.50 to $2.95.





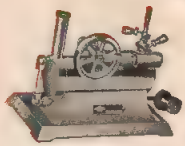
IRONING BOARD

28" x 8" stands 22" high . . . reinforced steel construction, year round like most modern "Big Ironing boards. Attractive white enamel finish with red enamelled braces and legs. Folds flat. Double lock brace for rigidity. A real quality board — a honey for any money. Suggested retail: $2.65.

FLAT IRONS

Toy Play Iron for tiny tots and real Electric Irons that really Steam! Streamlined, lustrous chromium finish, heavy cast aluminum sole plate, heating element, plug included. Perfect for ironing dolls clothes, hankies, etc. Five numbers, suggested retail from 39¢ to $2.50.

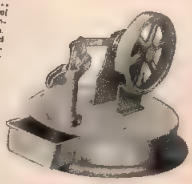
Boys Go for EMPIRE Steam Engines



Yes sir—they have both SPEED and REAL POWER! Practical, educational action toys that are just as irresistible to "the old man" as they are to the kids! Actually generate and operate an steam! Complete with loud whistle, safety valve, water gauge, grooved pulley, roller, cut-out and fittings made of copper and brass, polished chrome-up finish. Complete with cord set. Three numbers. Suggested retail $7.95 to $12.95.

WATER PUMP

Actually pumps water . . . continuously! An ideal accessory for steam engines and electric motors. Equipped with strainer and stop valves for continuous pumping. Water pumped from and returned to box in base. Heavy cast balance wheel, overhead drive pulley. Accurately machined bronze pump with brass piston. Base and pump enamelled fire engine red. All fittings electroplated. Suggested retail $2.00.



All "Little Lady" and "Empire" Electric Toys are tested and approved by Underwriters' Laboratories

THE METAL WARE CORPORATION NEW YORK, 200 5th Avenue CHICAGO, Room 1411A Merchandise Mart

TWO RIVERS, WISCONSIN

See "Little Lady" and EMPIRE TOYS at the NEW YORK TOY FAIR, March 6-17, Room 954, Hotel McAlpin, New York, and at our Permanent Show Room, 200 Fifth Avenue, Room 415

announces the dramatic
new 1950 line of

LONE RANGER

Copyright 1949 The Lone Ranger, Inc.

PISTOL & HOLSTER SETS
and
authentic accessories

AMERICA'S ALLTIME FAVORITE COWBOY—
THE LONE RANGER IS TOPS ON RADIO,
TELEVISION, WITH KIDS EVERYWHERE!

See the sensational new Lone Ranger sets at the Toy Fair!

made exclusively by

esquire novelty company

151 WESTSIDE AVENUE, JERSEY CITY, N. J.

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Showrooms: 200 FIFTH AVENUE, Room 430
During Toy Fair: HOTEL McALPIN, Room 1008

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Imagine!

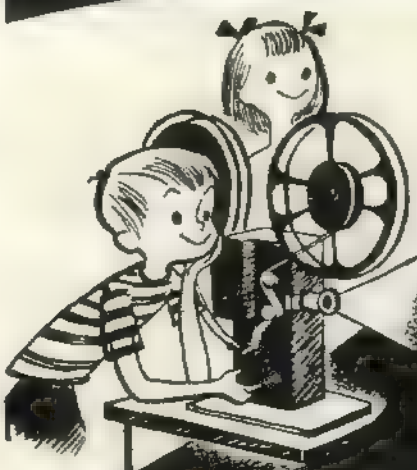
Toy Television with SOUND!

Capitalize on television interest—

you should

SEE EXCEL'S NEW TOY TELEVISION SET

No slide pictures but plays a full reel of Western movies or any other standard 16mm films—plus SOUND!



Also, EXCEL'S improved "Prep" 16mm toy movie projector . . . with unsurpassed light brilliance . . . flicker-free, cool performance.

Low priced as usual!

Don't order until you've seen and compared

Visit **Room 468**

Hotel McAlpin - New York Toy Fair

If you miss the Toy Fair, write for details.

EXCEL MOVIE PRODUCTS, INC.

1321 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

Duchess Dolls ... Announce

MAY WE PRESENT THESE
THE NEWEST ADDITIONS

MEET MAMSELLE FI-FI

The New Duches

"DRESS UP" DOL

- BEAUTIFUL ALL PLASTIC 7½" DOLL with MOVING ARMS and HEAD
- DRESSED IN REAL TO LIFE SATIN & LACE LINGERIE
- PACKAGED IN SALES–GETTING ACETATE WINDOW BOX
- AVAILABLE WITH PAINTED OR MOVING EYES

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OUR COMPLETE CATALO

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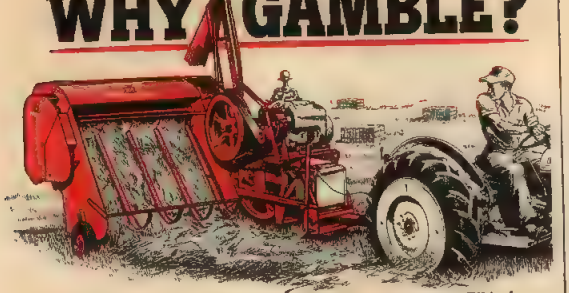
Duchess Doll Corp.

WHY A GAMBLE?



An item-by-item comparison shows that the great new "77" baler gives you *more for your money* than any other baler you can buy!

● It will surely pay you to take a look at your present haying equipment now. Will it harvest that next cutting? Stand up under another season? Or is it getting old—unreliable—in need of repairs? How much would repairs cost?

Can it be operated by *one man* from a tractor? Will it bale 10 tons an hour? Ask yourself these questions—then compare the "77" with any other baler.

No other baler gives you the capacity of the "77"—*up to 10 tons* an hour! No other gives such *reliable performance* in all kinds of haying. The "77" has been *proved* by farmers in every state. No other baler has a record of *baling leadership* to compare with New Holland's—more than 10 years' experience as America's pioneer and leading manufacturer of automatic pick-up balers!

Make sure you get the most for your money. Check the "gamble free" chart below.

BE SURE!
CHECK THIS COMPARISON CHART BEFORE YOU BUY ANY BALER!

	BALER	BALER	BALER	NEW
1. Horizontally Adjustable Hitch—easy hawing on highway		✔		✔
2. Rubber Motor Mount—cut at dust area	✔			✔
3. Right Hand Pick-up—consistent travel	✔		✔	✔
4. Continuous Pick-up Fingers—higher capacity	✔		✔	✔
5. Synchronous Overhead Feed Balls—insures positive feed				✔
6. Open End Rigid Auger—more positive feed				✔
7. Wedboard Type Hay Packer—forms bales evenly				✔
8. Bales Tied Under Compression—more firmly tied				✔
9. Big Capacity—up to 10 tons an hour—saves man-hours				✔
10. Inverted Anti-Clog Knotters—fewer missed bales				✔
11. Safe Side Mounted Needles—higher ground clearance				✔
12. Silced, Sectional Bales—makes feeding easier	✔		✔	✔
13. Automatic Bale Counter—records production			✔	✔
14. Straw Baling Tension Springs—heavy or straw bales				✔
15. Roll Away Bale Chute—allows closer windrowing				✔
16. Non-Stop Baling—more bales per minute	✔		✔	✔
17. Fast Action—up to 7 bales per min.—less rain damage				✔

Red checks indicate exclusive New Holland features

DON'T GAMBLE! *GET THE FACTS ON THE FULL NEW HOLLAND FARM-PROVEN, FARM-ENGINEERED LINE*

● **Forage Harvester . . .** from windrow to row crop in a matter of minutes.

● Welded steel **Wagon,** adjustable wheel base.

● The only **Baling Twine** with United States Testing Company seal of approval.

● **Tractor Saw,** tractor pulled. Easily detached for stationary sawing.

● **General Purpose Mixer** for a variety of farm uses.

● Power take-off **Side Delivery Hay Rake** . . gives leaf-saving raking and tedding.

● Tilt-table **Forage Blower** moves up to 30 tons of green chopped hay per hour . . . 40 tons of silage.

● **Hammer Mill** . . . low cost grinding for roughage and grains.

● Power take-off **Manure Spreader.** Steel frame. Hardwood apron and sides.

● **Cylinder Corn Sheller,** 100 to 200 bushels per hour.

● **Hay Chopper-Ensilage Cutter** handles up to 20 tons of silage per hour.

● **Red Rubber Belting,** variety of lengths and widths. Endless and roll types.

● **Bale Loader** . . . hitches to truck or wagon. Saves time, labor and money.

● **Husker-Sheller** shreds and separates husks from cobs, cleans and bags shelled corn.

FREE BOOKLETS on the Model "77" Baler and other machines are available by writing: New Holland Machine Company, 209 Elm Street, New Holland, Pa. Specify the names of the machines that interest you.

NH **NEW HOLLAND**
"Today's Leader in Grassland Farming"
NEW HOLLAND MACHINE COMPANY, NEW HOLLAND, PA.
A Subsidiary of the Sperry Corporation
MINNEAPOLIS • DES MOINES • KANSAS CITY • TORONTO

LIVESTOCK

silage at $30 an acre, the feed cost for that gain was about 12 cents a pound.

West fed his steers corn-and-cob meal. The most they got was five pounds of corn a day each. They cleaned up about 40 pounds of silage apiece per day. And if you figure from the second month—when they worked up to five pounds of corn—the gain was more than 2½ pounds a day.

"Barnyard Pig" Thrives By Roughing It

He is a special kind of a pig. A "barnyard pig" is what his owner, Neil Kimball, calls him. That's because this porker won't have anything to do with the life of luxury led by his littermates.

The rest of the pigs on Kimball's Clarke County, Va., farm are raised the way the experts say to raise them: balanced rations, plenty of proteins, good roughage, minerals, dry shelter, and all.

But not the barnyard pig. None of that fancy, scientific stuff for him: he rustles for his food. He roots in decaying strawstacks and manure piles;

All husbands are alike; but they do have different faces so you can tell them apart. —*Anonymous*

drinks from stagnant pools; picks up tid-bits here and there; and sleeps in a bed of mouldy straw.

There's no way to know for sure how he compares with his litter mates: he hasn't held still long enough to get him on a scales. "But," says Kimball, "we do know that he's bigger, fatter, and sleeker than his fellows. And there's a happy glint in those eyes in that mud-covered face."

The question Kimball has for the experts is: how come the barnyard pig beats all the others? Makes you wonder if we're so all-fired smart after all.

Contributors to this month's Livestock department: J. W. Bailey, veterinarian, Wis.; Richard Fincham, Ames, Iowa; Neil Kimball, Va.; Dr. C. B. Lowe (ND); Dave Savage, Southern Great Plains Station, Okla.

"So what? I'm going to be a waiter like my pop."

FIRST in performance and value per dollar!

GEHL
SINCE 1859
PRONOUNCE IT "GALE"

Forage Harvester

RESULTS are what count. Thousands of farmers agree that corn is a natural for the Gehl Forage Harvester . . . makes better silage in less time with fewer men . . . silage that cures perfectly, with no air pockets . . . no spoilage. (*User testimonials on request.*)

It's the *Gehl's clean, uniform* cutting that makes the difference. Ask a Gehl owner . . . *he knows.* The Gehl Forage Harvester does an equally good job on hay. Simple to operate . . . built to stand up year after year.

GEHL LEADS . . . Sells more Forage Harvesters than any other specialized manufacturer.

A 3-Way Harvester. One basic unit takes (1) row-crop attachment for corn, cane, kafir, etc.; (2) hay pickup for windrowed hay or combined straw; (3) mower bar . . . cuts, chops and loads standing hay crops for grass silage or dehydration.

Powered 2 Ways—own motor or power take-off.

A COMPLETE JOB FROM FIELD TO STORAGE

Gehl Blower elevates fodder to highest silo or mow. Accessory power take off from blower, or separate electric drive, operate *Gehl Self-Unloading Wagon,* and others.

Free Plans for making your own self-unloading wagon box using Gehl Parts Kit.

Find Out why Gehl is first . . . *Mail Post Card* for *FREE* Wagon Plans, colorful booklet and name of nearest dealer.

GEHL BROS MFG. CO.
Dept. MH-517, West Bend, Wisconsin

There's Nothing Better Than a GEHL

Amazing Opportunity For QUICK CASH!

25th ANNIVERSARY

Earn big profits in spare time selling sensational ANNIVERSARY LINE of Christmas Cards, Gifts, Novelties. Big values! Exclusive new Personal Christmas Cards, 50 for $1 and up. You pocket up to 100% cash profits on 21-card $1 Assortments. Plus Anniversary Premiums. Also cash bonus!

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Rush free samples Personal Christmas Cards, Assortments on Approval, money making plans.
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OTTAWA MULE TEAM TRACTORS

Over 4,000 in Use

Finest of all low cost tractors. Plows, discs, harrows, mows, saws, plants, hauls, etc. Has draw-bar pull for many jobs. Powerful, economical and super durable. Smartly engineered. Makes play out of hard irksome jobs. Excellent working visibility. Never built. Designed for farmers, truck gardeners, private homes, estates, etc. Adjustable wheels, width 36-inch row clearance. Has 3-speed Warner transmission, Rockford Clutch 2 individual brakes, large roomy spring supported seat. Plow lift, auto type steering. So I only direct to user at unusually low price. Personal shipment. FREE catalog. Write today!

RAY'S RAMBLINGS

at the site of the dam. You could drive a locomotive down one of these tunnels.

They have two uses: (1) to detour the water when the final plug is made in the river channel (probably in 1952); and (2) to power a whale of a big hydro-electric plant.

Two *Farm Journal* editors, Paul Friggens and I, ventured into one of these tunnels to see a dingus that was "thought up" on the job (like our Home-made and Handy pictures) to bore the holes.

It consists of a 9-foot saw (like you find in coal mines) extending at a right angle to a circular gear.

That thing cores out the rock like Mama cores an apple. It doesn't work as fast as Mama, but who can? Yet the workmen pull an 18-foot plug, 33 feet wide, out of that rock wall, every 23 hours.

It reminded me somehow of a device for taking silage out at the bottom of a silo that I saw working last fall on a Wisconsin farm. It was working in a glass silo. Both the silo unloader and the glass silo are made by the A. C. Smith Co. of Milwaukee, Wis. (See *Farm Journal,* December, 1949, page 46.)

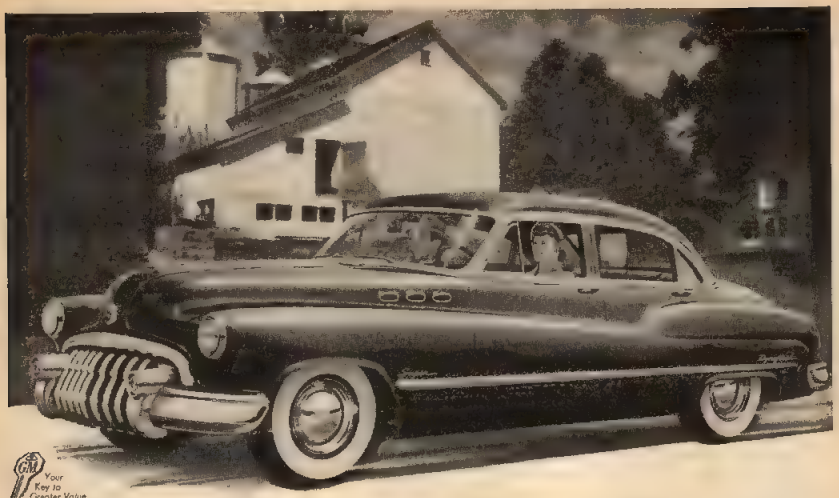
A little far-fetched to hook up an engineering project like the Fort Randall dam to farming? I don't know, though. Some of the best practical engineers I know are farmers.

Pioneers had to do a lot of pioneering, and part of it was in transportation. I was in the Kansas Flint Hills late last April, just as the annual cattle drive was starting.

The cattle were coming from Texas, from most other western states, and from Missouri, Iowa, and Illinois.

Made you think of the days of the Chisholm Trail, when weary cow-hands engineered great herds across the barren plains to the nutritious bluestem of the Flint Hills.

"Please give her two straws—we're engaged!!"



Smart Going is Smart Buying

No farmer ever has to be taught the wisdom in buying things both big enough and good enough.

So it's natural for farm folks to put the SUPER high on their car-buying list.

It's big. Broad shoulders and long legs take no cramping here.

It's able. That's a Fireball straight-eight under the bonnet—and an F-263 power plant to boot, meaning it's the very latest development in valve-in-head engines.

It's frugal, this beauty. For while it gets you away fast, steps at a lively road pace, power is used in this trim number to span high mileage out of every gallon.

You'll find its husky frame and practically break-proof coil springs let you cover rough back meadows as well as paved road.

And Dynaflow Drive, yours as optional equipment at extra cost, has a wonderful way on rough going, even plowed fields, since its pull is ever even and right for the job.

Then there are good looks. Those tapering fenders make a mighty pretty picture anywhere, while that bold front end is quite completely unmistakable as well as economical to repair, since each bar is individually replaceable.

All together here's just about everything, as we'd like you to see for yourself. Just take this as your invitation to drop in on any Buick dealer and try out any model of the SUPER—any Buick for that matter.

Your dealer will be delighted to see you, with what he has to show—including the price tags.

BUICK *Division of* GENERAL MOTORS

Only Buick has Dynaflow—and with it goes:

HIGHER-COMPRESSION Fireball valve-in-head power in three engines. (New F-263 engine in SUPER models.) • *NEW-PATTERN STYLING, with MULTI-GUARD forefront, taper-through fenders, "double bubble" taillights* • *WIDE-ANGLE VISIBILITY, close-up road view both forward and back* • *TRAFFIC-HANDY SIZE, less over-all length for easier parking and garaging, short turning radius EXTRA-WIDE SEATS cradled between the axles SOFT BUICK RIDE, from all-coil springing, Safety-Ride rims, low-pressure tires, ride-steadying torque-tube* • *WIDE ARRAY OF MODELS with Body by Fisher.*

FOUR-WAY FOREFRONT

This rugged front end (1) sets the style note, (2) saves on repair costs—vertical bars are individually replaceable, (3) avoids "locking horns," (4) makes parking and garaging easier.

Tune in HENRY J. TAYLOR ABC Network every Monday evening.

IF YOU WANT AND REALLY NEED A NEW HOLLAND BALER—

Order it today!

New Holland's Great New "77" Baler is breaking all sales records. It's the only one-man baler with a capacity of up to 10 tons an hour!

● In view of today's uncertain conditions, can you wait until next year to decide how you'll handle your haying?

Farmers faced with the high cost and scarcity of labor are mechanizing faster than at any other time in history. And that's why it'll pay you *right now* to take a good look at your present baling equipment.

Can it be operated by *one man*—or does it require two, three or four to get in the hay? Will your baler handle up to 10 tons an hour—or even half as much?

Compare New Holland's high-capacity "77" twine baler with any other on the market. No other baler has a record of baling leadership to compare with New Holland's—more than 10 years' experience as America's pioneer and leading manufacturer of automatic pick-up balers!

10 EXCLUSIVE NEW HOLLAND FEATURES:

1. Big Capacity—up to 10 tons an hour—saves man-hours.

2. Synchronous Overhead Feed Roll—insures positive feed.

3. Wadboard-Type Hay Packer—forms bales evenly without losing protein-filled leaves.

4. Bales Tied Under Compression—more firmly tied.

5. Roll-Away Bale Chute—allows closer windrowing.

6. Inverted Anti-Clog Knotters—fewer missed bales because chaff drops out.

7. Open-End Rigid Auger—more positive feed.

8. Fast Action—up to 7 bales per min.—less rain damage.

9. Safe Side-Mounted Needles—higher ground clearance and easy to thread.

10. Straw Baling Tension Springs—heavier straw bales are easy to make.

NEW HOLLAND

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New Holland Machine Company, 211 Elm Street, New Holland, Pa.

☐ Pick-Up Baler
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☐ Baler Twine
☐ Bale Loader
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☐ Hay Chopper-Ensilage Cutter
☐ Red Rubber Belting
☐ Hammer Mill
☐ Tractor Mower
☐ Cylinder Corn Sheller
☐ Portable Tractor Saw
☐ General Purpose Mixer
☐ Rubber Sheller

Name Street or RFD Acres Farmed?

DAIRY

of fat on twice-a-day milking (mature basis). That's 64 pounds better than their dams. This bull was bought by an artificial breeding association, and now Shull is breeding some cows to him artificially.

Cows that are big for the breed seem to make better records. So Shull is breeding for that kind.

That combination of good grass, good bulls, and big cows has just paid for a new barn on the farm.

Heifers from Home Make More Money

It costs you less to keep up your herd size when you raise your own heifers rather than buy them. And you make more money with the home-raised kind.

At least that's what Florida dairymen are finding. Three men at the Experiment Station (Arnold, Becker, and Spurlock) went over the farm records and figured out that replacing cows is the dairyman's third highest cost. This cost ranges from 2 cents a gallon on some farms to 12 cents on others.

The average home-raised heifers give the Florida farmers four years of profitable milk. The average replacement bought from off the farm is good for only three years.

The big difference is this: heifers raised at home have less mastitis, fewer breeding troubles, and give more milk and butterfat. The man who raises his own, uses better feed, saves the heifers with the best breeding, and does a better job of keeping out disease.

Contributors to this month's Dairy department: Clyde Beale, University of Florida; E. J. Perry, New Jersey College of Agriculture; Dean C. Wolf, Iowa State College.

Farm Wit

Farm safety experts have a saying, "Don't let a bull know his own strength."

"That's good advice, too," my neighbor told me. "I had my bull in a pen behind the barn. One day he took a notion, and ran right through the side of the barn.

"Finally I caught him, and I told him, 'Now listen here, Captain. You're not so strong as you think you are. That barn of mine is just old and weak.' Y'know that plumb shamed him—he hasn't busted out over once or twice since then. Yes ma'am, that sure is good advice."—Mrs. Frank Swalley, Ala.

"What I can't understand is why you wanted to break out—don't you read the papers?"

I wonder if the Maker of us all didn't do some remarkable engineering in those verdant Flint Hills. At least he fixed it so that no plow could break the sod.

Today it's one of the few places in the world where grass still has nutritive quality nigh onto that of grain.

Some of the cattle I saw were plump, high-quality heifers fresh off the western Kansas wheat. They start gaining like a house afire when the bluestem greens up.

But the season was late. The grass should have been 4 inches high—but it wasn't, and most of the cattle were being hayed, pending a rain and warmer weather.

Some herds were great, raw-boned 3-year to 6-year-old Brahman crossbreds from Texas. They were thin, but in shape to gain like the dickens.

The Flint Hills is not a cow-and-calf country. Nothing is wintered over—it's exclusively a steer and heifer area.

There's no crop land on which to grow winter feed. The cattle come in during April, and go out in late summer or early fall.

Curiously enough, most of the Flint Hills range is leased from absentee landlords. Even the biggest operators rent the pastures, and sub-lease them to cattle owners at so much per head for a six-month season. It runs about $15 a head for mature steers, or about $3 an acre. When the Flint Hills pastures are lush and full they handle 250,000 to 300,000 head per summer. Gains on good bluestem will vary from 250 to 400 pounds.

It's a great section of our country—fascinatingly interesting to a Corn Belt man. And many a carload of these cattle go to the Corn Belt feedlots for finishing.

The cattle in this land of ours do a lot of traveling—from the western range to the winter wheat, to the summer bluestem, to the Corn Belt feedlot, and finally to the dinner table in some East Coast City.

Truly, America is astounding.

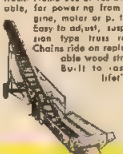
Ray Anderson

More Ears, Fewer Husks, Faster Picking

That's why a **NEW IDEA** *is a good idea!*

NEW IDEA All-Steel Wagon is readily adaptable for use with NEW IDEA Corn Pickers . . . and for all farm hauling jobs. Capacity conservatively rated at 6,000 pounds.

Brand new No. 175 Elevator moves most anything in 17½" wide, 26 to over 50 ft long trunk with closed return trough. Short or long truck. Numerous drives available, for power rig from engine, motor or p. t. o. Easy to adjust, suspension type truss rods. Chains ride on replaceable wood strips. Built to last a lifetime.



Mail Coupon Today for Free Folders!

No waiting or paying for outside help to get your corn in the crib. No sharing of your corn profits with neighbors or custom-pickers. Not when you own a NEW IDEA Picker!

You run the whole show from start to finish—a one-man show. Low-reaching gathering chains and floating points that follow field contour get all the corn. Non-crushing snapping rolls search out every ear and snap it smoothly. Fast-action, fully adjustable husking rolls deliver each ear husked cleaner than you thought possible.

All controls on a compact NEW IDEA Picker are easy to reach, easy to operate. All working parts are readily accessible, held rigidly in line. And . . . under all field and crop conditions . . . you can count on quicker, thrifter, non-stop performance by your NEW IDEA "corn hustler". See the outstanding One-Row and Two-Row Pickers, and One-Row Snappers now on display at your nearby NEW IDEA dealer's. Mail coupon for detailed literature.

NEW IDEA
DIVISION AVCO MANUFACTURING CORPORATION
Dept. 806, Coldwater, Ohio
Send free illustrated folders as follows:

- ☐ 1-Row Corn Pickers
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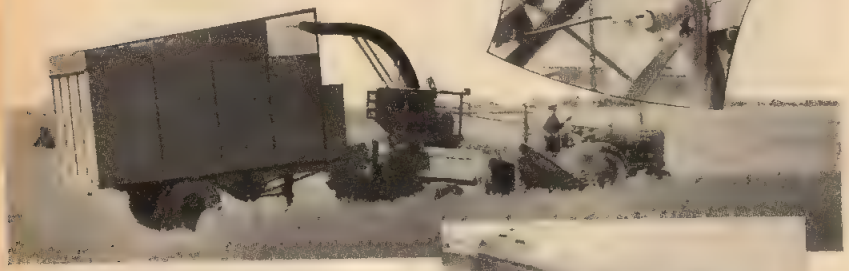
- ☐ Hand Corn Shellers
- ☐ Tractor Mowers
- ☐ 4-Bar Side Rakes
- ☐ Hay Loaders
- ☐ Manure Spreaders
- ☐ Lime Spreaders
- ☐ Transplanters

Name_____

Address_____

Alfalfa "King" builds harvester and turns green crop into meal in less than an hour

With an old car axle, some odd pieces of iron and a chain, Mr. Thomas has built an easy-to-operate hand hoist for lifting machinery onto the trucks that take it to the fields.



One of two green crop harvesters of Mr. Sherman Thomas's, built in his ranch shop. The body of the trailer operates on the dump truck principle, eliminating labor of unloading.

Mr. Sherman Thomas Produces Premium Price Alfalfa Meal With High Carotene Content

Mr. Sherman Thomas has found that it pays to have a good workshop on his ranch of some 12,000 acres near Madera, California. His shop foreman, Mr. Newt Johnson, builds many of the machines Mr. Thomas designs; and they save time, labor and money.

Mr. Thomas, like keen ranchers and farmers the country over, has discovered that it pays to farm with Texaco Products.

Drying Plant — Alfalfa is dumped onto conveyer that carries crop into revolving drum where blasts of hot air reduce moisture content to proper stage for grinding.

Custom-Made Havoline, the motor oil that surpasses the best Premium grades and actually under tests reduced ring wear 60% to 70% more than even good heavy-duty oils, is getting the call from coast to coast. Picture shows an order arriving at the Sutherland-White grain dryer near Bay City, Texas. Mr. Morgan White looks on as Texaco Men F. J. Milberger and Ed Nedbalek unload.

Handful of Marfak: Mr. John D. Martin *(right)*, Texaco Man of Watseka, Illinois, illustrating to Mr. Roy Houser how Marfak sticks to bearings. Note how Marfak clings like a web to Mr. Martin's fingers. The ability of Marfak to stay on the job and not jar off, melt down or drip off makes it the ideal lubricant for farm machinery.

IT PAYS TO FARM WITH TEXACO PRODUCTS

DIVISION OFFICES: Atlanta 1, Ga.; Boston 17, Mass.; Buffalo 3, N. Y., Butte, Mont.; Chicago 4, Ill.; Dallas 2, Tex.; Denver 1, Colo., Houston 1, Tex., Indianapolis 1, Ind.; Los Angeles 15, Calif.; Minneapolis 2, Minn., New Orleans 6, La.; New York 17, N. Y.; Norfolk 1, Va.; Seattle 11, Wash.
Texaco Petroleum Products are Manufactured and Distributed in Canada by McColl-Frontenac Oil Company Limited.

Here They Are!

TOPS IN TELEVISION

TOPS IN SALES APPEAL

HOWDY DOODY

and CLARABELL

SUGGESTED RETAIL PRICE
59c each

RUBBER MASKS

PRICED *Right* TO SELL *Right* OFF YOUR COUNTER!!

Now millions of kids who watch and idolize *Howdy Doody* are your potential customers for these life-like masks made of the *finest quality latex*. Small fry and their parents, too, will buy *Howdy Doody* and *Clarabell* masks. Capitalize on the popularity of one of the brightest stars of television . . . feature, display and sell *Howdy Doody* and *Clarabell* masks for greater sales and profits.

WRITE TODAY FOR COMPLETE INFORMATION AND PRICES

See the masks on display at

AL SMIDTH • ROOM 317 • 200 FIFTH AVENUE, NEW YORK 10, N.Y.

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DISTRIBUTOR FOR **LATEXTURE PRODUCTS, INC.**

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Here They Are!

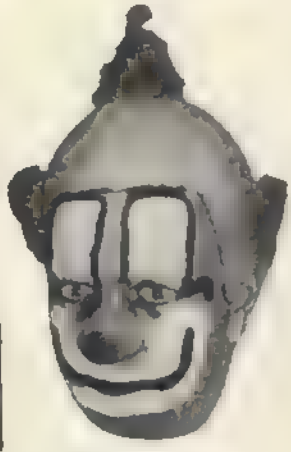
TOPS IN TELEVISION

TOPS IN SALES APPEAL

HOWDY DOODY

and CLARABELL

© Bob Smith



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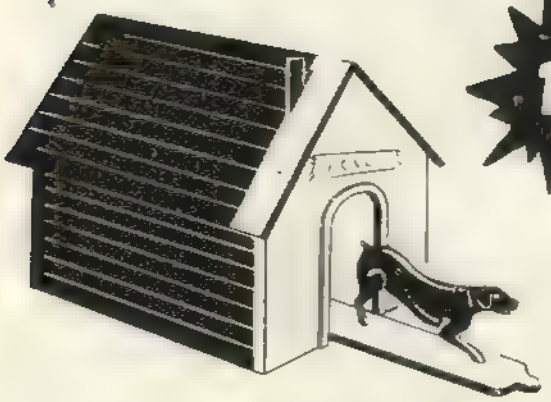
17-19 ROSE STREET NEW YORK 7, N.Y.

ACTION TOYS THAT WILL MAKE YOUR SALES JUMP



ROVER

SUGGESTED RETAIL PRICE
10¢

A truly new and different action Toy "Rover" will leap out of his dog house when the children simply press down on the dog house chimney. To put him back in they press "Rover" all the way back and there he stays waiting for the command to come out. Remember this plastic Toy carries the HENSY SEAL of guaranteed satisfaction.

AT THE TOY FAIR
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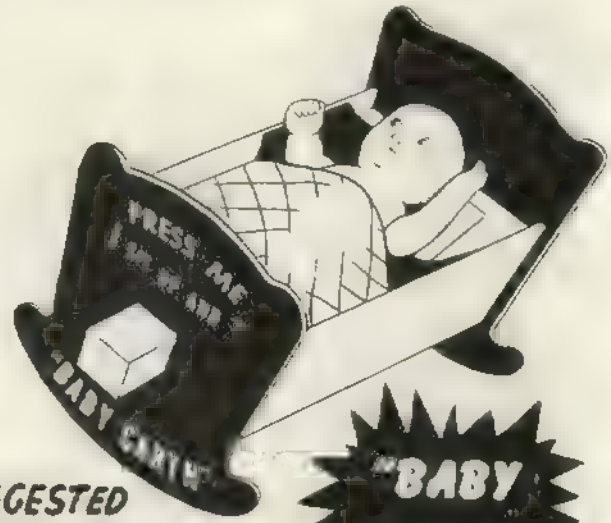
EASTERN REPRESENTATIVE

HOTEL NEW YORKER
ROOM 970



"BABY CARYN"

SUGGESTED RETAIL PRICE
29¢

With the introduction of this BRAND NEW item, we bow to the ever growing demand for popularly priced sound and action toys. When the button is alternately pressed and released, you have a squealing, restless infant. It moves its arms about while sitting up and lying down with convulsive rapidity. A simple push button mechanism assures easy operation by any child. Made of durable plastic, this highly amusing HENSY toy will mean NEW BUSINESS FOR YOU

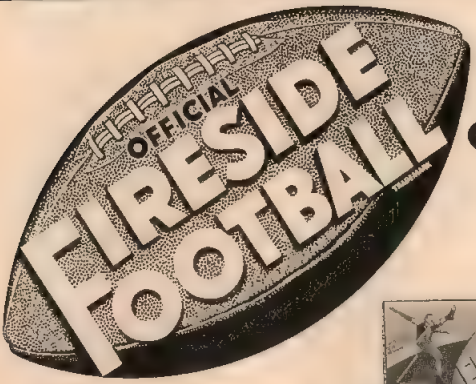
- HENSY MINIATURE FREIGHT TRAIN
- HENSY CIRCUS TRAIN
- JOLLY JINGLE RATTLE SETS
  AND OTHER PLASTIC NOVELTIES

IT'S A HENSY TOY

THE HOT HENSY LINE

PLASTICRAFT MFG. CO., ARLINGTON, N. J.

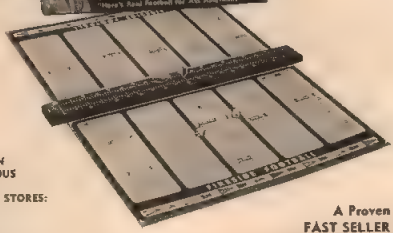
AMERICA'S NEW FOOTBALL GAME *Sensation!*



REAL FOOTBALL ON A TABLE FOR FANS 8 TO 80 !

2 to 8 CAN PLAY

APPROVED BY
TOM HARMON
ALL AMERICAN HALF-BACK
AND ACE TV AND RADIO
SPORTS ANNOUNCER



AVAILABLE IN TWO MODELS:

DELUXE	Suggested Retail $3.00
STANDARD	Suggested Retail $1.50

Free DEALER NEWSPAPER ADVERTISING MATS

FEATURED IN THESE FAMOUS SOUTHERN CALIFORNIA STORES:

MAY CO.
DESMONDS
SCHWABACHER- FREY CO.
And Many Others!

A Proven FAST SELLER in SPORTING GOODS and TOY DEPARTMENTS

Here's the game that promises to sweep the country this year! Introduced in Southern California just before Christmas, *Fireside Football* was an instant hit.

Simple to play. No complicated rules to this game that is played like *real* football. Beautifully lithographed and leatherette bound, pegged playing field. No spinners or delicate gadgets. Includes 3 dice, 3 pegs and instruction pamphlet. Packed in attractive, sturdy box.

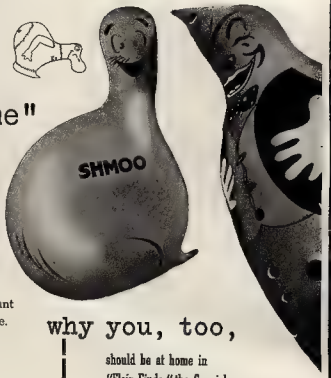
Order your supply today for year-round profits!

MANUFACTURED and DISTRIBUTED BY

WES-KO DISTRIBUTORS, INC.

2619 S. Santa Fe Ave. Los Angeles 11, Calif.

How young David found a "home" for his friends!



You are probably familiar with this young man's "friends." For youthful David Rodes has made mail order advertising history with his giant inflato toys — the Shmoo, Santa, Kigmy, Pee Wee. He has sold them by the thousands through advertising in more than 15 magazines and newspapers.

But now Mr. Rodes has discovered an entirely new home for his friends!

IT'S FLAIR MAGAZINE, THE MOST UNUSUAL HOME EVER OFFERED A MAIL ORDER ADVERTISER!

"FLAIR provides me with a setting for my toys unique among publications," Mr. Rodes explains. "It is the only magazine I know of which reaches an *entire* class audience in a *single* magazine.

"Now, I don't have to depend completely on *specialized* magazines — advertise in them and then pray that my merchandise is exactly right for each type of circulation.

"FLAIR, it seems to me, reduces this element of chance greatly. For, as far as I know, it's the first magazine devoted to the home, to literature, to art, to travel, to fashion, to entertainment, to men and women both — all in *one* magazine. Maybe, my Shmoo, Bobo, Kigmy — the entire gang have found a wonderful new home in FLAIR."

why you, too,

should be at home in "Flair Finds," the Special Shopping Section of FLAIR

- A 50-cent **general** magazine in the class field — a true family magazine!
- A single market of men and women deliberately conditioned for the best things, the first things, the smart things!
- Circulation — 200,000 guaranteed!
- Flair Finds — special section devoted **only** to qualified retail and mail order advertisers!
- Four-color space available for 38-line ads!
- Generous space units at low cost:
  ¼ column (2" x 2 11/16") $129
  ½ column (4 1/16" x 2 11/16") $255
  ½ column square (4 1/16" x 5⅜") $489

APRIL ISSUE CLOSES FEB. 1, 1950
ON SALE MARCH 25th

To reserve space, or to get your special first edition copy of Flair (out Jan. 25, 1950) address:

flair finds

THE SHOPPING SECTION OF **Flair**, A COWLES MAGAZINE BY THE PUBLISHERS OF LOOK AND QUICK

488 Madison Avenue, New York 22, N. Y. • Telephone: MUrray Hill 2-8730

Continued Leadership Assured!

The NEW 6
TWIN — 6 H. P
OBC Certified at 4,000 RPM

The NEW 3
SINGLE — 3 H. P.
OBC Certified at 4,000 RPM

Flambeau
OUTBOARD MOTORS

The Only REAL LIGHTWEIGHTS in the Field — Rugged and Tough — with Unequalled New Refinements and Developments!

Compact lightweight design continued in the new Flambeaus. 6 H. P. alternate firing Twin weighs only 32 lbs., 3 H. P. Single weights just 26 lbs. — *the lightest weight, by far, ever attained.*

Improved powerhead with Flambeau dual carburetion provides smooth operation at trolling or high speeds, hour after hour, without fouling. Assures quick, easy acceleration from low to high speeds.

New "Jabsco" type patented water pump, with unique pulsating action, keeps water intake free of weeds and other clogging matter . . . assures ample cooling at all speeds.

New-type weed guard on water intake adds bonus protection against fouling.

New "Uni-Lever" adjustment for dual carburetor insures simple, single control to provide the right fuel mixture for peak performance at any speed.

New "Transet" requires just a flick of the finger to line up the motor with the boat transom . . . goes hand in hand with Flambeau's truly outboard design, which kills in-boat noise and provides unequalled backseat room and cleanliness.

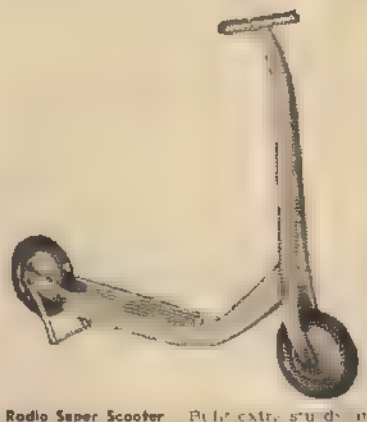
BEAUTY — in Burgundy Red and Aluminum tones — joins with unmatched construction in the 1950 Model Flambeau outboard motors. You'll find great new refinements added to such sensationally successful features as the patented Flambeau propeller clutch, which eliminates the shear pin. Yes, these new Flambeau outboard motors will give you better performance, greater convenience, than you've come to expect, *even* from Flambeau — recognized everywhere as *"America's most copied outboard motor."* Write today for complete details and literature. METAL PRODUCTS CORPORATION, Dept. M501, 245 E. Keefe Avenue, Milwaukee 12, Wisconsin.

DEALERS will find the Flambeau franchise most desirable and profitable. Write, wire, or phone for more information. DISTRIBUTORS — A few selected territories are still open.

SCOOTERS, WAGONS AND RIDE-EM-TOYS

Streamlined Scooter. This hand-some streamlined scooter is built extra sturdy and strong to stand up under hard usage. Frame stamped in one piece from heavy gauge steel for extra strength and durability. Size: length 33", height 30", wheels 7", 5/8" rubber tires. Finished in bright red baked enamel. Equipment: parking stand. 3 to carton. No less sold.

No. 83N154. Per dozen, ... **14.12**



Radio Super Scooter. Built extra sturdy and strong to withstand hard usage. Frame of heavy gauge steel tubing, stamped in one piece from heavy gauge steel. Has convenient parking stand and balloon tires, 7 x 1.25. Size: height 33", length 40". Finished in red baked enamel on body, wheels and handle bars. Beautifully finished enamel in red striped. Packed 1 in carton, 8 lbs.

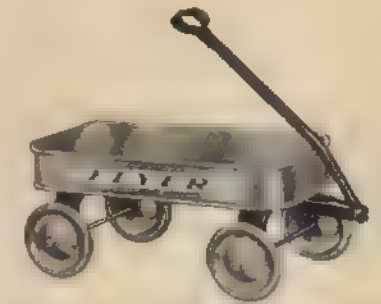
No. 83N158. Each **2.04**

Deluxe Model Scooter. Any youngster will be proud of the distinctive looks of this deluxe model scooter with its semi-balloon tires that give an extra cushioned ride. Size: length 37", height 34", wheels 10" double disc "Congo" bearing. Tires 10 x 1¼ semi-balloon rubber steel rim, die with rubber grips. Brilliant red baked enamel. Wheels ... Refrigerator white enamel with red stripe. Equipped with parking stand and brake. Packed one to carton.

No. 83N183. Each **3.08**

Special Wagon. A sturdy, handsome 'Special' that is built just like the large wagons same type of heavy gauge bolsters, front gear and fifth wheel. Body 26 x 1... x 3¼". Wheels 7" double disc, plain bearings. Tires ¾" rubber tires. Axles: ⅞" round, red bright baked enamel. Packed, 1 in carton, 17 lbs.

No. 83N48. Each..... **2.45**

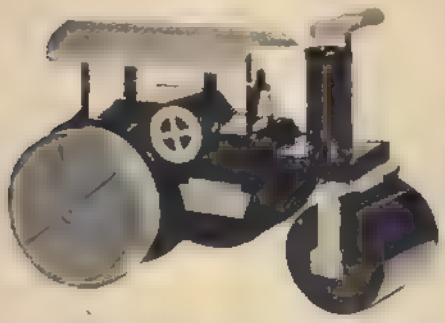


American Beauty. Here is the practical small wagon that has always been so tremendously popular. Body 26 x16 x3... Wheels 5" double disc, plain bearing. Tires ½" rubber tires. Axles, ¾" round, red bright baked enamel; Packing: 6 in carton, 43 lbs.

No. 83N47. Per dozen..... **14.12**

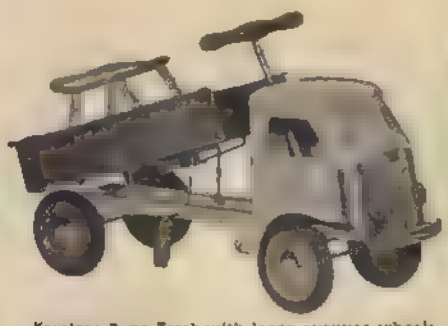
Radio Super model wagon. Heavy gauge bolsters front gear and fifth wheel. It has the new 7" x 1.25" super-balloon tires. Body 28" x 13" x 3¾". Wheels 7" double disc "Congo" lifetime bearings. Axles ⅞" round. Red bright baked enamel finish. Packing: 1 in carton 18 lbs.

No. 83N52. Each..... **3.53**



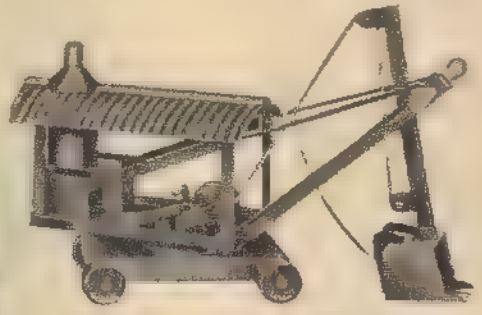
Keystone Steam Roller. With handle bar in front so that the child can comfortably sit on roof and steer while riding. Extra heavy rolls and web proportioned wheels. Has load capacity of about 150 lbs. Finished in red and black.

No. 82N247. Each..... **4.75**



Keystone Dump Truck with large oversize wheels, two-tone color scheme. Equipped with rubber handle for steering control and heavy steel body of great capacity. Length 23-1/2", height 10½", weight when packed for shipment 16 lbs.

No. 82N248. Each..... **6.25**



Keystone Steam Shovel with handle bar for steering control. A trap door on the scoop automatically locks when the scoop drops to its original position. Hoisting cable rounds on axle. Equipped with automatic ratchet scoop sprocket, etc. Length 35½" inches when arm is extended. Weight when packed, 10 lbs.

No. 82N246. Each..... **4.15**

"Rider" City Special Delivery Truck. Made of heavy gauge auto body steel. Hinged doors in rear can be locked. Top removable for extra play value. Length 24½"; width 7½"; height 10". Each in carton. Weight 12 lbs.

No. 82N277.

Each..... **4.25**

"Rider" Van Lines Trailer Truck. Made of heavy gauge auto body steel. Top is removable for increased play value. Automatic trailer coupler and trailer rest. Length 35½", width 8½", height 10". Each in carton. Weight 14 lbs.

No. 82N276.

Each..... **6.25**

Schwinn Built BICYCLES

Men's fully streamlined design. Constructed from finest oval steel tubing. Removable seat post clamp. Built-in parking stand. Built-in mud-guard and chain guard brackets, drop-out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel. 26"x2¼" Cord Balloon tires. Mesinger padded saddle. Finished in finest synthetic enamels in Light Red with Ivory trim

No. 60A10. Each..... **36.50**

Fully streamlined ladies' frame with 6" head, same as men's. Men's and ladies' front fork now standard and interchangeable. Finished in synthetic enamels in Light Blue with Ivory trim

No. 60A11. Each..... **36.50**

Men's De Luxe Model. Complete with spring fork, front wheel brake, cycle lock and white wall tires. Exclusive patented cantilever construction, fully streamlined design. Schwinn-built steel tubing, removable seat post clamp. Built-in parking stand. Built-in mud guard and chain guard brackets, drop out rear fork ends, New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel 26"x2¼" Cord Balloon tires. Special design tank with [illegible] tires contour. Mesinger De Luxe saddle, padded [illegible] saddle. Streamlined [illegible] Finished in synthetic enamels in Light Red, Ivory trim.

No. 60A14. Each..... **62.75**

Ladies' Model same as above for shelf in Light Blue with Ivory trim

No. 60A15. Each..... **62.75**

Men's completely equipped in streamlined design. With tank containing horn. Luggage carrier mounted directly to frame. Fender torpedo type Headlight, self contained. Constructed of fine oval steel tubing. Removable seat post clamp. Built-in parking stand. Built-in mud guards and chain guard brackets, drop out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel. 26"x2¼" Cord Balloon tires. Mesinger padded saddle. Finished in finest synthetic enamels in Light Red with Ivory trim

No. 60A8. Each..... **43.00**

Ladies' frame with 6" head, same as men's. Tank contains horn. Fender torpedo type Headlight, self contained. Constructed of fine oval steel tubing. Removable seat post clamp. Built-in parking stand. Built-in mud guards and chain guard brackets, drop out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel, 26"x2¼" Cord Balloon tires. Mesinger padded saddle. Finished in synthetic enamels in Light Blue with Ivory trim

No. 60A9. Each..... **43.00**

Men's De Luxe Model. Cantilever bridge truss fully streamlined frame. Finest steel tubing. Removable seat post clamp, built-in parking stand, built-in mud and chain guard mountings. New drop-out rear fork ends. Tubular electronic construction, no brazing. New Departure or Bendix Coaster Brake. Special embossed design tank contains horn. Built-in fender light, self contained, no wiring. Luggage carrier mounted directly to frame. 26"x2¼" Cord Balloon tires Mesinger De Luxe, padded saddle. Streamline safety reflector. Finished in finest quality synthetic enamel in Dark Red with Ivory trim.

No. 60A45. Each..... **51.50**

De Luxe Ladies' Model. Cantilever bridge truss fully streamlined ladies' model with 6" head. Finest steel tubing construction. Removable seat post clamp, no brazing. New Departure or Bendix Coaster Brake. Special embossed design tank, contains horn. Built-in fender light, self contained, no wiring. Luggage carrier mounted directly to frame. 26"x2¼" Cord Balloon tires. Mesinger De Luxe, padded saddle. Streamline safety reflector. Finished in finest quality synthetic enamel in Dark Blue with Ivory trim.

No. 60A44. Each..... **51.50**

Popular Priced CAMERAS

Falcon MINICAM JUNIOR

Falcon Minicam Junior. Features: Eye-level view finder; Precision 50mm lens; Fixed focus, easy to operate; Snapshot or time exposure; Takes 16 pictures on standard No. 127 or A8 roll film. Automatic locking device on back cover positively prevents light leak. Retail 1.98.

No. 99J945. Each . **1.18**

Eveready Carrying Case for above. Retail 50c

No. 99J946 Each .. **.34**

DA-BRITE Portrait Camera. Here's a camera for taking sharp, clear closeups — at a price within everyone's reach. The portrait lens slips easily but securely onto the lens mount — no adjustment necessary. You can hold the camera as close as two feet from the subject. To take regular snapshots at normal distances just slip the portrait lens off. Uses 127 size film. Takes 16 pictures to roll. Built in sunshade. Eye level view finder. Plastic case streamlined design. Snap and time exposure. Complete with carrying strap. Retails 2.45

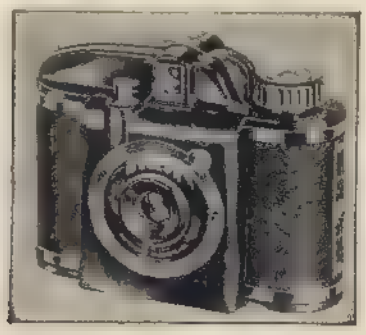
No. 99J906. Da-Brite Camera complete with portrait lens Each **1.44**

No. 99J907. Da-Brite Camera only without portrait lens Each..... **1.15**

Traveler "120" Synchro Flash. New curved film track gives sharper definition and complete negative coverage. All metal box. Synchronized for flash photography. Ground and Polished telescopic view finder. Lens of optical glass 110 mm precise. Easy loading. Body shutter release — Time and instant stops. Uses standard 120 film. Unconditional factory guarantee. Retail 6.95. (Without flash unit).

No. 99J930.
1 to 11.
Each..... **4.31**
12 or more.
Each **4.12**

FLASH UNIT FOR ABOVE
Retails 2.95
No. 99J931. 1 to 11. Each.. .... . **1.86**
12 or more. Each..... . . . **1.76**



Beacon II. Trimmest, most compact, best engineered economy flash camera ever built! Modern design, small, lightweight. Can be carried in pocket or purse. Optically ground and polished 46mm Whitar Doublet Lens system. Coated on all four sides. Fully color corrected. Takes 16 clear pictures, color or black and white. Uses 127 film. Universal focus — no adjustments to make set from 3 feet to infinity. Shutter speed 1/50 or time. Telescopic view finder.

Floating-action shutter release for smooth picture snapping. Has special safety lock to prevent accidental snaps when closed. Constructed for dependable long life service. Retails 9.95. (Less flash unit).

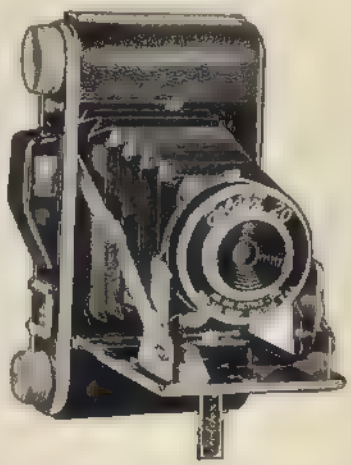
No. 99J927. 1 to 5 Each . **6.65**
6 or more Each..... . . . **6.00**

Beacon II Flash Unit. Fool-proof flash-synchronization. New, exclusive push-button "hot-bulb" ejector for faster operator action. Takes any size flash bulb. Each unit equipped with special flash tester to prevent dud shots. Retails 4.85.

No. 99J928.
1 to 5.
Each **3.30**
6 or more.
Each..... **3.00**

Beacon II Ever-Ready Case. Back-hinged top drops clear of lens. Long-wearing, weather-proof. Retail 2.50

No. 99J929.
1 to 5.
Each..... **1.65**
6 or more
Each..... **1.50**



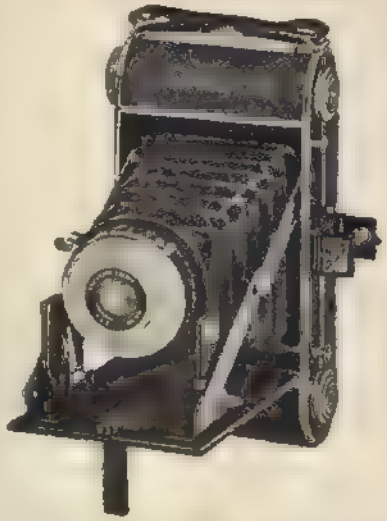
Foldex 20. A low priced high quality folding camera. 88mm Octvar Lens. Shutter release bar for steady exposure. 8 (2¼ x 3¼) pictures with 120 or 620 film. Optically ground and polished eye-level view finder. Simulated leather covering. Built in synchronized flash. Chrome trim. Retail $6.75 tax included.

No. 99J978. 1 to 5, Each. **10.40**
6 or more, Each . **9.85**

FOLDEX FLASH ATTACHMENT
Retail 3.50
No. 99J979. 1 to 5, Each **2.17**
6 or more, Each **2.06**

FOLDEX CARRYING CASE
Leather holster type.
Retail 3.50.

No. 99J980.
1 to 3. Each..... **2.17**
6 or more,
Each..... **2.06**



Cruiser "63" An outstanding camera for efficiency and styling. F6.3 anastigmat-coated lens. Aperture openings from f6.3 to f22. Shutter speed from 1/25 to 1/125 and bulb. Shutter synchronized for flash. Use standard 120 film. 8 exposures 2½ x3¼". Body release shutter. Chrome trim. Cable release socket. Alum num die cast body genuine leather covered. Demagnifying eye-level view finder. Retail 29.95 tax included

No. 99J989 1 to 3 Each **19.60**
4 or more, Each. . **18.62**

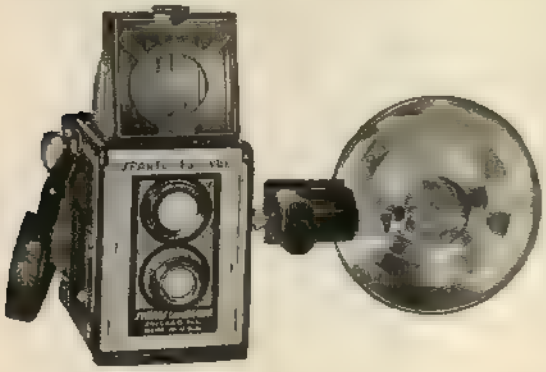
CRUISER FLASH UNIT
Complete with brackets. Retail 4.95.
No. 99J990.
1 to 3.
Each **3.27**
4 or more
Each .. **3.14**

EVEREADY CARRYING CASE
Genuine Leather drop front type case. Complete with extra shoulder strap. Retail 5.50
No. 99J991.
1 to 3,
Each... **3.23**
4 or more,
Each... **2.91**

SPARTUS CAMERAS

- Nationally Famous
- Nationally Accepted
- Nationally Advertised

UNCONDITIONALLY GUARANTEED



SPARTUS FULL-VUE TWIN LENS REFLEX

Synchronized for Flash

Designed for easy, instant use — no adjustment, no focusing. Finder shows image clear and sharp while the picture is being taken. Synchronized for flash, the Spartus Full-Vue now becomes a complete "round-the-clock" camera. Sportsman view-finder for eye-level shooting. 12 full size 2⅛x2¼" contact prints with every roll of No. 120 film. Complete with shoulder strap.

Retail 9.98, Tax Incl.

No. 99J880. Each 6.52
12 or more Each . 5.87

Flash Attachment

Retail 3.50, Tax Incl.

No. 99J965. Each 2.28
12 or more Each . . . 2.06

CARRYING CASE

Custom Built. Fine quality. Reinforced on all sides. Attractively ruggedly built. Retail 3.00.

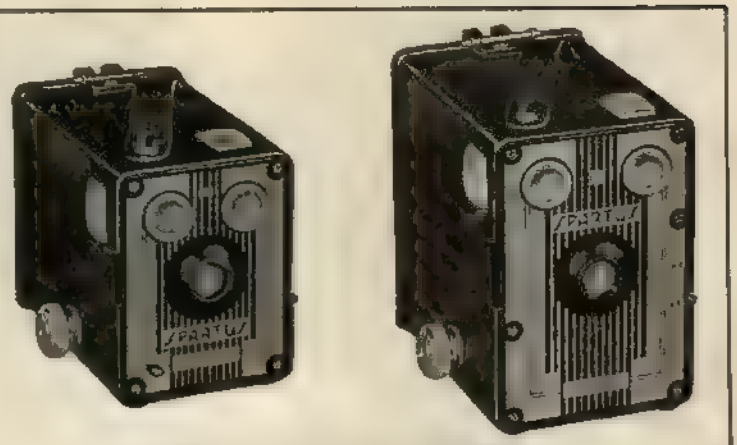
No. 99J881. Each....1.96
12 or more Each....1.76

SPARTUS No. 4 FOLDING CAMERA

Precision built. Attractive compact design. 3 apertures - f/11, f/16, f/22. Fixed focus meniscus taking lens. Instant and time exposures. Waist level view finder. Vertical footrest for time exposures. Remarkably simple to load and operate. Self erecting bellows. Beautiful baked black finish cases.

Retail 14.95, Tax Incl.

No. 99J966. Each. 9.77
12 or more. Each..8.79



SPARTUS BOX CAMERAS

Two large brilliant type "bi-is eye" view finders — for vertical or horizontal subjects. Optically ground and polished taking lens. Time and instant exposures. Single act on shutter. Streamlined modern design. Sturdily constructed bakelite case. Simple to use — anyone can operate.

Takes 8 2¼x2¼" pictures on No. 120 Film. Ideal album size. Retail 4.95, tax incl.

No. 99J963. Each . .3.23
12 or more Each..... .2.91

Takes 8 full size 2½x4¼" pictures on No. 116 or No. 616 film. No enlargements necessary. Retail 6.95, tax incl.

No. 99J964. Each 4.54
12 or more Each . 4.09

SPARTUS FLASH ATTACHMENT

For round-the-clock photography under any light conditions. Retail 3.50, tax incl.

No. 99J965. Each . . . 2.28
12 or more Each 2.06

Complete with 4 Sylvania Bulbs

Retail 4.50, tax incl.

No. 99J896 Each. 2.94
12 or more Each 2.65

SPARTUS "35"

Synchronized for Flash

Built-in filter. For color, black-and-white. f7.7 achromat lens. Focusing mount. 3 lens openings - f16, f11, f7.7. Daylight loading 36-ft. cartridges. Built in tripod socket. Automatic exposure counter. Simplified UNISPEED shutter. Retail 14.95, tax incl.

No. 99J895. Each 9.77
12 or more Each 8.79

FLASH ATTACHMENT WITH 4 FLASH BULBS

Retail 4.50.

No. 99J896. Each . 2.94
12 or more Each 2.65

CARRYING CASE

Custom-built. Fine quality. Reinforced on all sides. Attractively, ruggedly built.

Retail 3.50.

No. 99J897. Each ..2.28
12 or more Each ..2.06

Official Game Balls... Football, Baseball,

232 WARDS CHARE

A BETTER QUALITY "CHOO CHOO" JUSTICE FOOTBALL OUTFIT Voted the most valuable 950 All Star player. Consists of plastic Helmet (B) described below, cantilever type Shoulder Pad (A) described below, Jersey (E) described below, Pants (D) described below, Belt (C) described below. Sizes: Small (for boys 6 to 8), Medium (for boys 9 to 12), Large (for boys 12 to 15).
60 T 5561 State size. Ship. wt. 6 lbs. $9.45

GOOD QUALITY "CHOO CHOO" JUSTICE OUTFIT (not shown) Similar to above, but lower priced. Fiber Helmet, padded with felt. Semi cantilever type fiber Shoulder Pad, kapok padded. Satin cotton Jersey, gold-color twill Pants with felt padded waist, thighs, and knees. Sizes: Small (for boys 4 to 6), Med. (for boys 6 to 9)
60 T 5590 -State size. Ship. wt. 5 lbs. $7.55

BOYS' FOOTBALL PANTS (not shown). Closely woven tan twill with sewed in waist stretch inserts; capped knee reinforcements. Laced front, detached belt. Boys' waist sizes: 24, 26, 28 in.
60 W 5536- State waist size. Ship. wt. 1 lb. 12 oz. $2.58

B "CHOO CHOO" JUSTICE FOOTBALL HELMET Red plastic with white stripe. Felt, rubber, and leather padding for real protection. Sizes: Small (up to 6¾), Med. (6⅞-7⅛), Large (7¼-7½).
60 W 5586 -State size. Ship. wt. 1 lb. 6 oz $3.85

C HARRY GILMER HELMET White fiber crown, blue Texton strip, leather chin strap and other trim. Felt lined, suede leather pad. Adjustable strap. Sizes: Small (up to 6¾), Med. (6⅞-7⅛), Large (7¼-7½)
60 W 5585 State size. Ship. wt. 1 lb. 2 oz $2.79

D JOHNNY LUJACK SHOULDER PAD. Flat style with felt body, corrugated fiber shoulder caps, epaulets, with leather hinges "Air-lite" foam rubber padding for real protection. Adj. straps.
60 W 5575—Leather bound neck. Ship. wt. 2 lbs. 8 oz. . $4.69

E "CHOO CHOO" JUSTICE SHOULDER PAD. For boys up to 10. Semi cantilever type. Fiber body, shoulder caps. Kapok padding.
60 W 5573 -Fiber bound neck. Ship. wt. 1 lb. 4 oz . . . $2.79

F SID LUCKMAN CHICAGO T BEARS FOOTBALL BELT: Quality Made by Spalding. Official size. wt. Pebble grain top grain cowhide cover, double lined. Lock-stitched seams. Full size-grip lacing
60 W 5525—Needle included. Ship. wt. 1 lb. 0 oz . . . $4.69

G SID LUCKMAN "QUARTERBACK" FOOTBALL Good Quality. A regulation size ball for only $3.98—official size, weight with pebble finish top grain cowhide cover, double lined. Needle incl.
60 W 5524 Ship. wt. 1 lb. 10 oz $3.98

H JOHNNY LUJACK "PASS MASTER" FOOTBALL Made by Wilson. Official size, wt. Pebble grain Textide (artificial leather) cover. Needle
60 W 55.7 Ship. wt. 1 lb. 10 oz. $2.29

J BASKETBALL AND GOAL SET Ideal for backyard or playground use. Scholastic size ball is (7) described below No. 36 seine twine net. Accurate official size ½-in. round steel rim. Your choice of any one of the set
60 W 5320 J Workplace Ship. wt. 9 lbs. Set $4.29

60 W 5255 M—Goal (listed above) only. Ship. wt. each 7 lbs. One goal. . $1.89, Pair of goals . . . $3.65

K REGULATION GOAL. No. 48 seine twine net. Rim 12 inches under ⅝-in. round steel rim. Mounting bracket, bolts. Ship. wt. per goal 10 lbs
60 W 5256 M One Goal. . . . . $2.98 Pair $5.79

L BLUE ARROW 3-PLY RUBBER BASKETBALL Official specifications. For any playing surface. Scuff-proof leather cover. Striped seams.
60 W 5311 Needle incl. Ship. wt. 2 lbs. 4 oz. $4.95

M RED ARROW 2 PLY BASKETBALL Official size, weight. Scuffproof pebble grained leather color rubber cover. Striped seams
60 W 5309 Needle incl. Ship. wt. 2 lbs. 4 oz. $4.45

N LA SALLE TEXTIDE BASKETBALL Artificial leather. Official size, wt. Striped seams.
60 W 5307 Needle incl. Ship. wt. 2 lbs. 4 oz. $3.59

P LAMINATED RUBBER BASKETBALL Scholastic size, slightly smaller than official size, easier for youngsters to handle. Waterproof
60 W 5313—Needle incl. Ship. wt. 2 lbs. 2 oz. $2.69

FORTUNE TELLING BY CARDS, DICE, ETC.

The Oracle, Fortune Telling for Lovers, Character Reading, Etc.

[illegible] Fortune Telling by Cards, Past Present [illegible] Fortune Telling Methods by Cards [illegible] Methods Method for Lovers Fascinating Games with [illegible] Dominoes Fortune Telling with Dice How to Tell a Person's Fortune by His Finger Nails Fortune Telling by Moles Lessons in Palmistry or Character Reading from your Hands Dominoes Fortune Telling by Ancient Secrets [illegible] The book concludes with a chapter entitled "FINDING YOUR FATE," a novel and interesting method of getting the desired reply to these four vital questions, viz. "By Whom Am I Loved?" "For What Am I Loved?" "Where Shall I Wed?" and "How (or Her) First Words." An excellent book on fortune telling.

No. 1736. Fortune Telling by Cards, Dice, Crystal, etc.. 15c

Fortune Telling by Cards

Your Future As Revealed by Cards

Many books have been issued purporting to explain the mysteries of the art of revealing the secrets of **past, present and future** events through the employment of cards, yet we think we are safe in saying that this book will compare favorably with any other book on fortune telling by cards that has yet come to hand. It is, in brief, a pictorial and thoroughly comprehensive and practical work on the art of fortune telling, whereby, through the simple use of ordinary playing cards and [illegible] can tell fortunes [illegible] Explanations through [illegible] and a description of the Book of Thot, the Egyption oracle of destiny. 192 pages

No. 1011. Fortune-Telling by Cards. Price Postpaid .. 50c

Astrology Made Easy

"ASTROLOGY MADE EASY, OR THE INFLUENCE OF THE STARS AND PLANETS UPON HUMAN LIFE," is the title of a book designed [illegible] wonders and mysteries of [illegible] Astrology. The author, [illegible] versed in metaphysics, occult sciences, philosophy, [illegible] many of the wonderful truths taught in the sacred sages and magi of India and the Orient. The book is written in simple language [illegible] will not only enable you to [illegible] but will show you how to [illegible] and [illegible] Learn the secrets of [illegible] friends, [illegible] or [illegible] It [illegible] was to read [illegible] ASTROLOGY MADE [illegible] address upon receipt of amount in any convenient form

N 1001 ASTROLOGY MADE EASY..... 25c

Palmistry Book

A complete and exhaustive book on palmistry. In fact so thorough is this book that it forms an ideal text for those who wish to take up the art professionally. Many persons have become so [illegible] studying palmistry [illegible] by [illegible] CONTENTS— [illegible] The Hand, The [illegible] The Past Life, [illegible] the Future, Talk [illegible] Nerves, Talk [illegible] Character by Shape of Hand, Shape Nails and [illegible] Lines, Cross Lines and Influence Lines, etc., etc. A fascinating study of palmistry. 120 pages

No. 1012. Palmistry Book. Price 35c

How To Read Heads & Faces

Do You Want To Succeed In Life? Then Read This Book

Haven't you often believed that you could distinguish traits of character in a person's face? Most of us have certain ideas as to what different facial and head formations mean but few of us have a complete interpretation of different developments and shapes with the characteristics they are generally believed to represent. Investigate and read about head, eyes, face, nose, lips, chin, ears, cheeks, teeth, hair, etc., etc. In addition to this [illegible] phrenology and physiognomy [illegible] by the noted Scientific Author [illegible] James Coates, Ph.D. 125 Pages [illegible] 20 chapters.

No. 1008. Price Postpaid.. 75c

Gaining a Woman's Love
No. 7706. Price 10c

The Master Key
No. 7753. Price 10c

Winning a Man's Love
No. 7702. Price 10c

FAMOUS TALISMANS

From "Book of Moses"

A series of famous talismans, said to be taken from the "Book of Black Magic and of Pacts," also from the "Book of Moses," etc. Printed on imitation parchment in gold color ink. Size about two inches in diameter. Each one has short descriptive matter showing for what purpose they are supposed. For example, one is supposed to be for **gaining a man's love**, one for **success in gambling**, another for **success and happiness**, one for **good health**, one for **gaining a woman's love** and one for **wealth and prosperity.**

We do not, of course, claim any powers for them, but from the fact that they appear to be exact reproductions of the originals. There seems to be a steady demand for these talismans and some customers keep on buying them, so draw your own conclusions.

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Success in Gambling
No. 7703 Price 10c

Wealth and Prosperity
No. 7707, Price.....10c

Success and Happiness
No. 7704 Price 10c

Price 10c Each. 3 for 25c

For Good Health
No. 7705. Price 10c

Key to Power
No. 7738. Price 10c

BIRTHDAY READINGS

In What Month Were You Born?

Individual Readings to Your Birthday

If you consult a fortune-teller you will doubtless have to pay $1.00 or more for a reading yet this book contains "readings" arranged according to months, for every month in the year. It is not always the hard-working person who obtains success, but rather the one who possesses the right work. All persons are possessed of certain talents which fit them for special departments of the world's work and only by having due regard for these gifts can you ever hope to attain real success. Study well the remarks made under the heading of your birth month and if you think you are wasting your life by blindly striving against your destiny, remember the old proverb: "It is never too late to mend." No one is so perfect that they cannot find room for improvement. Make the most of your talents, and learn to eradicate your faults. There is a chapter on Astrology showing how the stars are supposed to affect your destiny according to the time of your birthday.

No. 1014. BIRTHDAY READINGS. Price Postpaid 35c

DO NOT TEAR YOUR CATALOG. Keep it to check the goods by when you receive them

Fortune Telling Cards

Egyptian DeLuxe Cards

79 SELF-INTERPRETING CARDS

To remember the fateful meaning of all the cards involves a stupendous effort of memory, and this is the knowledge that PROFESSIONAL FORTUNE-TELLERS have been at such great trouble to acquire, yet the EGYPTIAN FORTUNE TELLING CARDS enable you, without experience or any special study to read the fortunes as told by the cards almost as well as an expert fortune-teller.

It is said that when the famous necromancer Cagliostro died among his papers was discovered a document fully describing his method of telling fortunes by means of the cards and upon the principles therein detailed the Egyptian Fortune-Telling Cards have doubtless been based.

Many Great Historical Happenings Forecast By This Means

Nearly everyone recalls that there was a time, not so long ago, when persons who read fortunes by cards were believed to possess a secret which they kept strictly to themselves and eventually passed on only to their closest relatives. It was almost impossible for the average person to obtain the meanings on which the interpretations were based, but with the appearance of the Egyptian deck this difficulty was solved.

Tell Your Own Fortune or Give Personal Readings to Your Friends

Set consists of 79 cards with 32 page booklet explaining how to use the cards, questions etc. With these cards you can give a very personal reading either to yourself or your friends. This deck is designed not only to tell fortunes, but to answer specific questions that you might have. If you are in doubt about the future or what to do, consult the cards for an answer. Each deck comes in box

No. 3619 Egyptian Fortune Telling Cards. Per Deck, Postpaid $1.00

Gypsy Fortune Telling Cards

Self-Reading—Almost Unlimited Combinations

An inexpensive deck of fortune telling cards. The deck consists of 36 cards, each numbered and illustrated, together with complete printed directions for telling fortunes. Though not nearly so comprehensive as the Egyptian Fortune Telling Cards described above, they should prove reasonably satisfactory and provide you with plenty of fun for evening parties, etc. Includes diagram and instructions for giving personal readings.

No. 3621 Gypsy Fortune Telling Cards. Price Postpaid.. 29c

Astrology Fortune Telling Cards

Read your future in the stars with the help of these cards. ASTROLOGY SIMPLIFIED by read all your questions for people born under any sign of the zodiac. Each card tells you what your personality is, your prospects for love, etc. Attractively colored.

No. 3618 Price Postpaid 75c

What is it? MYSTERIOUS CRYSTAL Answers Questions

Answers Question in 10 Seconds!

Mystery ball, baffling yet amazingly fascinating. Called the SPIRIT CRYSTAL BALL or SYCO-SLATE. Ask it a question then suddenly it appears in clear white handwriting.

No. 3995 SYCO-SLATE. Postpaid $1.19

Fortune Telling Books

Napoleon's Dream Book

Contains 128 Pages and Dictionary of Dreams

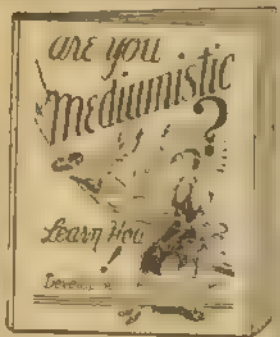
Not only does this book contain a dictionary of dreams and signs but it also explains the origin and general meaning of many of the more unusual dreams and tells how to interpret what appears to be [illegible]. Thus, for an unmarried girl to dream of wearing [illegible] may indicate that she will be married before the year is out. To dream that one has become [illegible] may indicate that the dreamer will be [illegible]. Legend has it that the Napoleon Book was found only [illegible] Napoleon I [illegible]

No. 1017 NAPOLEON'S DREAM BOOK. Price Postpaid **30c**

Are You Mediumistic?

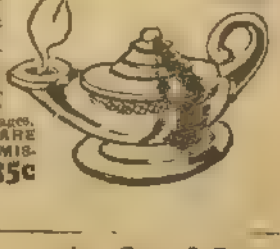
How to Be a Medium

Develop Your Psychic Powers



Do you wish to learn how to develop your physchic powers? Learn all about spooks, mediums, spiritualism, etc.? This is an excellent book for anyone who wants to become thoroughly familiar with the true facts about spiritualism. Written in plain language. Gives ten famous tests to be made by the reader for scientific power. Everyone has often wondered just how much truth there is to spiritualism. Where do facts end and fancies begin? Now for the first time authentic and scientific tests indicate the salient facts to [illegible]. Test your own psychic ability. Learn [illegible] and what it can be used for. [illegible] Automatic Writing, Inspirational Speaking, Mediumistic Powers of Materialization, Clairvoyance, Clairaudience, Spirit Guides, Independent Slate Writing, Materialization and Trances, Visions, Crystal Gazing, Healing, Mental Telepathy. Here is one excerpt from the book "[illegible] which will help you [illegible] or evil influences are about you. [illegible] you should desire to [illegible] you [illegible] every [illegible] to the [illegible] of the [illegible] to say [illegible] you [illegible] sue- [illegible] Also [illegible] is a priceless gift to [illegible] mankind, but remembrance is unknown with most persons. Further [illegible] practice, called for all [illegible] to the ultimate success of the medium." 20 pages.

No. 1465. ARE YOU MEDIUMISTIC? Price Postpaid.. **35c**



Lucky Number Dream Book

& Fortune Teller

This is the so-called Policy Player's Lucky Number Dream Book and in its pages will be found a surprising amount of information [illegible] for the [illegible] of [illegible] and [illegible] the [illegible] connected with the Occult [illegible] yet no [illegible] be what [illegible] [illegible] a dream [illegible] number. The book also gives a table for [illegible] related subjects. Numbers [illegible] numbers that are said to [illegible] dreams of all kinds [illegible] rooms of the days of the week and months of the [illegible] a dictionary of dreams and their [illegible] with the numbers of the lottery to which they are supposed to apply. Gives directions for telling fortunes by cards, etc. Also deals with [illegible] physiognomy, palmistry etc.

No. 1033 Price Postpaid **25c**

NATIVITY SET

Over 2 Feet Wide

Mammoth Set of 16 Pieces

Christ in the Manger

A setting consisting of [illegible] with a [illegible] background over 2 [illegible] high, 15 colorful figures comprising the Virgin Mary and Christ Child, Joseph, an Angel, 3 Kings, 2 shepherds, 1 camel driver, 3 camels, an ox, 1 donkey and 4 sheep. All pieces printed in full colors on heavy board, ready to set up. Exceptional value.

No 6850 Nativity Set Postpaid **89c**

SPECIAL NOTE: When ordering be sure to give name of article as well as the stock number.

LEADING THE PACK!
IN SALES

Frankenstein's Monster
(permission—Universal International Studios)

Hobo Clown

These over-the-head Masks, in neat individual package, sell quickly anywhere, anytime. Write for discounts NOW

THESE sensational masks lead all other makes in sales all over the country. Beautifully boxed in individual display cartons. Priced to sell at $1.95 to $2.50 ea. Fast moving and powerful repeaters. Characters run through 14 numbers including Mortimer Snerd and Charley McCarthy by permission Edgar Bergen.

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The most asked-for toys in America!

HOLGATE TOYS

Train as well as entertain

This famous line of educational toys covers every age group from infancy through preschool years. They're approved by pediatricians and educators.

Better stores everywhere know that Holgate means quality, value, customer satisfaction and profitable repeat business.

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A complete fast-selling line of toys scientifically designed to meet the play and developmental needs of infants.

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THAN ANY OTHER KIND!

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Anderson Sales Co.
Dallas—Los Angeles
Seattle

South
Charles T. Wheat
516 Falls Building
Memphis 3, Tennessee

Kidi-Line

SEE THIS FAMOUS LINE AT ROOM 920
HOTEL NEW YORKER
TOY FAIR

(Illustrates Popular Rocker)

March 6 to March 17

See the fastest growing juvenile line of Kidi furniture in America and here's the reason:

1. **Beautiful designs**
2. **Popular prices**
3. **Rugged construction**
4. **Full profits**

If not at the show, write for facts and figures on full juvenile furniture line

KILMER MANUFACTURING CO.
7017 DOUGLAS AVE. DES MOINES, IOWA

Stelber "Tyrobikes"

Stelber Cycle Corp., manufacturers of the Warrior and Stelber line of tricycles and junior bicycles, announce the introduction of a line of 16" and 20" bicycles under the copyrighted trademark, "Tyrobike." They feature a new patented "Tyro" stabilizer of unique design. The unit consists of a sturdy streamlined, one-piece bracket and step plate, and a tubular brace that

provides the appearance of a traditional chain-drive rear. The 8" wheels turn on ball bearings to provide maximum efficiency and stability. The brackets are designed to provide a maximum amount of adjustment. Both the 16" and the 20" models are available in a low priced unit and a deluxe unit that is extremely competitive in price. The deluxe units are now available for immediate shipment.

The Stelber No. 217GT, as illustrated, features standard bicycle design with a one piece crank unit, chrome fenders, and a truss fork as optional equipment. The double bar frame has been constructed to permit a 3-year-old child to ride it. Yet there is a sufficient range of adjustment so that an 8-year-old can ride it too. The frame is finished in brilliant red baked enamel with contrasting gray trim. Each bicycle carries the Stelber lifetime guarantee. Both boys and girls' models can be had immediately.

The 20" deluxe "Tyrobike," model 221, is delivered with chrome fenders, chrome rims and front headlight as standard equipment. New Departure brakes are used exclusively: 2¼" balloon tires are standard. Both boys and girls' models are available now.

W. A. Richman, sales manager, states that full details on the lower priced Warrior Tyrobikes will be released during the Toy Fair in New York. All models will be exhibited at the company's permanent showroom, Room 209, 200 Fifth Ave., and at the temporary exhibit, Rooms 1190-91, Hotel McAlpin.

♦

Skil-Craft Corporation Expands

Skil-Craft Corporation, Chicago, producers of the popular "Handy Andy" tool sets, announces a greatly expanded program for 1950. Production facilities have been enlarged and geared up to take care of the ever growing sales volume which the company is currently enjoying. A large sales campaign is being inaugurated for the purpose of making these tool sets available to all branches of the toy field.

Increased sales personnel in all parts of the country will actively promote the line and keep in close contact with buyers. Showroom displays and sales offices will be maintained in key cities so that all customers can be sure of constant service.

Some of the outstanding representatives now handling the Skil-Craft line include Bert Scheuer, Inc., East; J. H. Eyerly & Associates, Midwest; Anderson Sales Co., West Coast; McDonald & Shaw, Southwest; W. E. Bergstrom Sales Co., Mountain states.

Skil-Craft states that it is preparing some sensational news for official release at the Toy Fair, and promises startling improvements in their 1950 tool sets.

The entire line will be on display in Rooms 723-725, McAlpin Hotel, during the coming Toy Fair, in charge of Joe Heller, vice president.

JOE HELLER

♦

Sherwood Vice President of Langwood Products

The appointment of Larry Sherwood, secretary-treasurer of Langwood Products, Inc., manufacturers of playthings, to the post of vice president, public relations, is announced by Howard Leblang, president.

Co-inventor of the fabulously successful children's toy, "Jugglehead," Sherwood takes over his new post immediately. In connection with his new duties, Sherwood will coordinate the firm's newspaper, magazine, radio, and television promotional activities. Both Sherwood and Leblang are featured in the new RKO Pathe release, *"You Can Make a Million,"* which is the latest issue in the *"This Is America"* series.

♦

International Trade Fair

• Paul Roberts, publisher of *Convention and Trade Shows*, has been appointed to act as general manager of the First U. S. International Trade Fair to be held next August. He will serve as such until a permanent top official is chosen.

It looks real...it feels real...it smokes like a real gun.. and now it shoots caps, too!

Designed by the makers of the popular ".45 Smoker"—this pistol not only ejects a puff of harmless smoke every time the trigger is pulled...it uses a standard roll of caps, too! The kids in your town will insist on the Frontier Smoker. Also available without cap action.

Product Engineering Company

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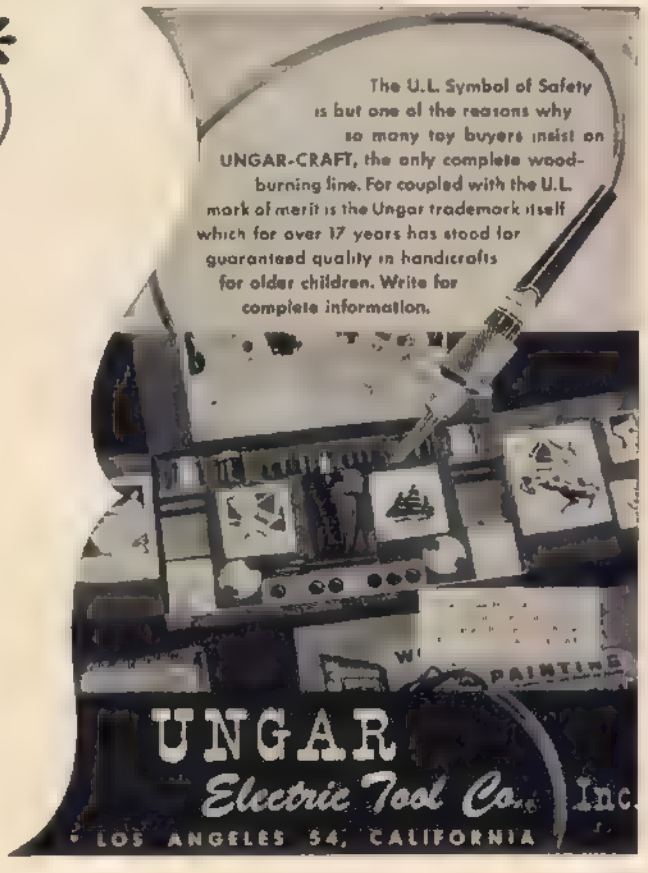
AT THE TOY FAIR
ROOM 1020
HOTEL NEW YORKER

UL*

This label means reliability

A U. L. approved product has the backing of the entire Underwriters Laboratories, Inc. organization—since 1894 the gospel of safety engineering for all industry. Even though the U. L. Seal may not be required by law in your locality, PLAY SAFE—be honest with your customers! Insist that the U. L. Seal be on every 110-120 volts toy you buy or sell!

*Be sure the U. L. Seal appears on the toy or appliance itself—not just on the cord alone



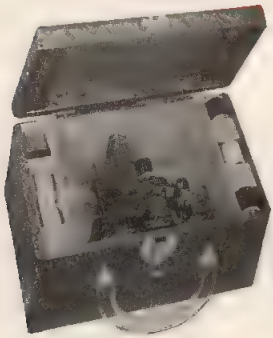
SEW UP YOUR SALES!!

with

SEW-O-MATIC SEWING MACHINES

with
Beautiful Complete
Carry-All Sewing Box

in
Attractively Packaged
Three-Color Folding Box



Suggested Retail—$2.95 to $5.95

Suggested Retail—$1.49 to $2.98

ON DISPLAY DURING TOY FAIR

AT

HOTEL McALPIN ROOM 412	175 FIFTH AVE. Flatiron Building ROOMS 201-219 *PERMANENT SHOW ROOM*	1107 BROADWAY ROOM 400

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

- METAL COWBOY and INDIAN SETS
- METAL FIGURE SETS
- MECHANICAL TOYS
- PAINT SETS
- DOLLS
- XMAS TREE ORNAMENTS
- MUSICAL INSTRUMENTS

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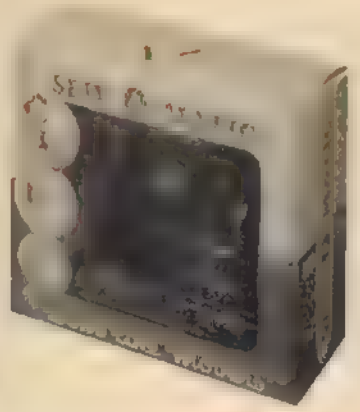
SEW UP YOUR SALES!!

with

SEW-O-MATIC SEWING MACHINES

with
Beautiful Complete
Carry-All Sewing Box

in
Attractively Packaged
Three-Color Folding Box



Suggested Retail—$2.95 to $5.95

Suggested Retail—$1.49 to $2.98

ON DISPLAY DURING TOY FAIR

AT

HOTEL McALPIN
ROOM 412

175 FIFTH AVE.
Flatiron Building
ROOMS 201-219
PERMANENT SHOWROOM

1107 BROADWAY
ROOM 400

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

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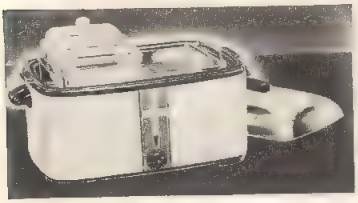
SALT LAKE CITY: W. E. BERGSTROM SALES CO., 157 Motor Ave., Salt Lake City, Utah
SAN FRANCISCO: IRVING S. HEINEMAN, 833 Market St., San Francisco, Calif.

General Electric Roasters



The General Electric Automatic Roaster is an electrical servant that provides the utmost in cooking satisfaction. It roasts, bakes, pan-broils, cans, fries, and steams foods of all kinds. Yet it is cool and clean, fast and fully automatic. An automatic thermostat controls the cooking temperature from 150 to 500 degrees. Select your favorite meal, and set the control dial at the prescribed cooking temperature. Signal light shows when roaster is OFF or ON.

Three glass utensils lift out on a wire rack. Roast browning is controlled by adjustable vents. Will roast a turkey weighing 20 lbs. or bake two pies at once. Heating unit nickel-chromium. Finish, white baked enamel. Blanket type glass-wool insulation. Overall length, 22¾ in., width, 14¾ in., height, 12¼ in. Includes 6-ft. cord. Operates on 1320 watts, 115 volts, AC only. Shipping weight, 36 lbs.

No. **153C19** G.E. Roasters with Utensil Set..Each **38.95**

G.E. Broiler Griddles

Broils steaks, chops and other meats. Cooks fritters, pancakes, etc.

For use with No. 153C19 Electric Roaster. Nickel-chrome heating unit with polished reflector; extra heavy aluminum griddle surface.

Attaches directly to wire bake rack of roaster. Operates on 1320 watts, 115 volts, AC or DC. Shipping wt., 6 lbs.

No **CKP350** Broiler Griddles .....Each **9.95**

G.E. Roaster Cabinets

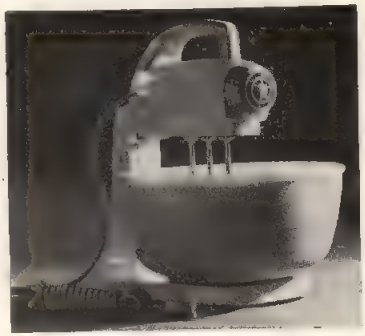
Conveniently and beautifully designed cabinet made to hold the No. 153C19 Automatic roaster. Also provides ample storage space for other kitchen utensils and appliances. A very serviceable addition to any kitchen. All-steel welded construction. Durable white baked-on enamel finish. Width, 18¾ inches; depth, 13½ inches; height, 28 inches. Shipping weight, . . lbs.

No. **78X511** G.E. Roaster Cabinets.....Each **14.95**

No. **78X514**—As above but with Automatic Clock Timer .....Each **21.95**

Packed individually.

G.E. Triple-Whip Mixers



A new portable mixer that mixes, whips, beats, juices, creams, stirs, and zips.

Sturdy motor provides strong, governed power reserve at each mixing speed. Motor is permanently lubricated. Rated at 150 watts, 115 volts. Operates on AC-DC.

Mixing speed selection is easy with the multi-speed selector right on the front.

Sparkling white enamel finish; contrasting gray handle and cord. New low design permits storing in a small space.

Mixer is light in weight, 3½ pounds, easily portable. Does not have to be removed from the base when used as a juicer with juice extractor. Convenient push button releases catch, permitting the mixer to be inverted with one simple twist.

Three beaters provide triple whipping action, provides fast, thorough mixing. Beater blades are smooth faced and batter collecting center shaft has been removed.

No. **123M9** G-E Mixers .. ..Each **34.95**
Individually packed

G.E. Beater and Accessory Sets

No. **M9P304** Accessory Set. Consists of reduction unit slicer and shredder, and food chopper. Ideal for slicing and shredding vegetables and grinding meat. Packed one set per box .....per Set .....

No. **M9P302** Accessory Set. Consists of drink mixer, knife sharpener, grater and buffer. Drink Mixer includes a stir, aluminum shaker and top for mixing milk shakes, fruit drinks and hot toddies. . . . .per Set . . . . . .

Replacement Beater Sets

For No. 123M9 Mixers. Consists of three beaters similar to original equipment. Packed one set of three beaters per box .....per Set .....

G.E. Mixing Bowls

Bowls are made of white opal glass and are easy to keep clean.

The large mixing bowls are ideal for mixing large batters and other bulky mixing about the kitchen.

Small mixing bowls are ideal for small mixing and for portable mixing about the kitchen.

Juicer bowl has pouring spout and an aluminum funnel.

Large Mixing Bowls .....Each **3.20**
Small Mixing Bowls .....Each **2.20**
Juicer Bowls .....Each **3.20**
Individually packed.

Prices are Manufacturers' List Subject to a Special Discount.

So Big... So Beautiful...

for entertainment on the Farm

New 3-Speed Automatic

RADIO-PHONOGRAPH

THIS wonderful new value from General Electric brings you the *complete* world of happy listening. Not only a fine radio-phonograph, but a truly up-to-date instrument that plays any and every record made—all sizes—all three speeds—automatically. With universally acclaimed tonal beauty made possible by the incomparable G-E Electronic Reproducer. Standard AM radio plus crystal-clear, virtually static-free, genuine Armstrong FM radio. Superb cabinet of enduring loveliness with hand-rubbed, genuine mahogany veneered top and sides, finely figured doors. Model 752. See it. Hear it. Enjoy it. There is no finer instrument at $229.95*

Also in beautiful blond Korina, Model 753, $239.95*

General Electric Company, Electronics Park, Syracuse, New York

*Eastern price

You can put your confidence in—

GENERAL ELECTRIC

ALL OF US

that for 50 years has made Tapatco horse collar pads now also makes tractor seat cushions, and stuffs them with plastic fibers. They have fitted their product to the demand. Should agriculture go on producing potatoes, cotton or wheat beyond market demand, or should new crops and products be sought?

★ ★ ★ ★

AN EVER-PROFITABLE AGRICULTURE? Why not? Could be. All that is necessary is (1) variety of products in unceasing demand which (2) can be produced and sold for less than the markets will pay. Consumers always will want agriculture's principal product, food, so we have a good start. Each year adds a million or so new consumers to the population. That makes the long-time prospect good. But the consumers will not always buy all the bread and potatoes agriculture produces.

★

Nevertheless, consumers' demands increase endlessly. New flavors in food and new conveniences in its preparation always find buyers. People would spend millions for a cold cure, or for a tonic-food that kept them feeling well, or for a compound that delayed old age, and for things that we can not now imagine. The little-known kingdom of wild plants may yield these very things, and produce other wonders, too. Systematic study of the world's plant species ought, within a few years, to find new crops that will pay better than too much wheat and too many potatoes.

★

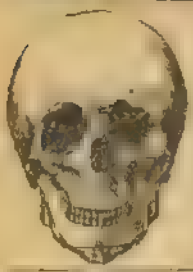
If farmers and their organizations will put steady pressure upon Congress and upon the Department of Agriculture, they will get an effective program of research for new crops. Soybeans, lespedeza, tung nuts, navel oranges, are among the present crops that are comparatively new. Let's get some more, and move forward toward a truly ever-profitable agriculture.

★ ★ ★ ★

FOOD ON the *Ile de France*, the ship which carried us to Europe last fall, was spectacularly good. I have been meaning to tell you about the meal I ordered one day. I looked the menu over to find some dish that might be particularly fancy, wholly French, and entirely new to an adventurous palate. My choice fell upon "Cassoulet de Castelnaudary." That, I figured, had such an impressive name that it was bound to be an outstanding triumph of the head chef's culinary expertness. I sat back and waited in anticipation of a magnificent new gastronomic experience. Well, when you have a chance, I advise you to order "Cassoulet de Castelnaudary." You will probably like it. It's plain pork and beans.

Wm. Ladd Wallace

Fully-Formed Skull



"Talking" Skull---Ideal for Your Den---Movable Jaw

Looks Very Realistic

A fully-formed [illegible] skull with movable jaw. You [illegible] Used by [illegible] at [illegible] Because it is so realistic in appearance, it is used as a den or stage decoration. Magicians will find it invaluable in the performance of numerous tricks. Amazingly realistic. Has deep set eye sockets, semi-formed teeth, movable lower jaw. The coloring is very natural to give the right, gruesome effect. Size is about 9 inches high, 6 inches wide

No. 3022. LIFE SIZE SKULL. Price Postpaid . **$5.00**

Shrunken Heads

As the Cannibals Prepare Them

The most amazing [illegible] of the ages. Real curiosities. Although made by hand, they are used in carnivals and circuses as [illegible]. Wonderfully [illegible] Absolutely [illegible] thing you've ever seen.

No. D6520. Native Shrunken Head. Postpaid. **$12.50**

Full Length Shrunken Body

About 25-inches in length. Every [illegible] is here. Native in color. Comes [illegible]

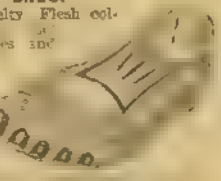
No. D6521. Native Shrunken Body Postpaid **$30.00**

JUMBO FOOT NOVELTY

Fits Right Over Shoe!

Sensational new novelty. Flesh colored [illegible] Fits over shoes and [illegible] by [illegible]

BIG FEET



No. 2681. Big Feet. Pair **89c**

Jumbo Hands

Very realistic. Waxed [illegible]

No. 2682. Per Pair **89c**

Comical Hat Bands

With Snappy Sayings

Colorful [illegible] of [illegible] as KISS ME AGAIN I'M STILL CONSCIOUS [illegible] Fine [illegible] per [illegible]

No. 2983. Each **8c**

MEXICAN SOMBRERO

"Hot-Cha"

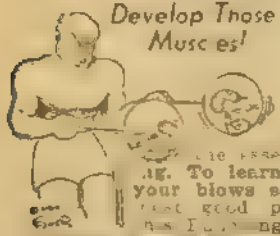
39c Post Paid

Hot-cha-cha! Miniature Mexican Sombrero made of felt with [illegible] brim [illegible] as [illegible] Fine [illegible] of the [illegible] wear [illegible] Something different from the [illegible]

No. 7288. Sombrero **39c**

Punching Bag Balloon

Develop Those Muscles!



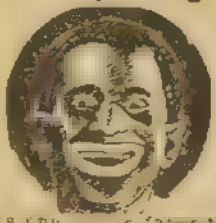
Learn to hit the punching bag regularly and "in time." Have some real fun, and at the same time learn the essentials of boxing. To learn how to time your blows so they do the most good practice with this Punching Bag Balloon. A rubber [illegible] balloon is [illegible] to [illegible] Put a [illegible] time you [illegible] it comes back [illegible]

No. 3210. Punching Bag Balloon. Price Postpaid **25c**

Negro Make Up Wig

Very Realistic

This wig is used in negro parts and is very popular. Fine for minstrel and [illegible] as well as for regular negro disguise as a [illegible] Perhaps the [illegible] to [illegible] [illegible] [illegible] [illegible]



No. 1143. Negro Wig. Postpaid **50c**

No. 7013. BLANT CORK. For [illegible] Price Postpaid **25c**

GALLET, GALCO, GUINAND, SECURITY

WORLD RENOWN WATCHES—TIMERS & CHRONOGRAPHS BY GALLET FOR PRECISION TIMING

GALLET and GALCO TIMERS

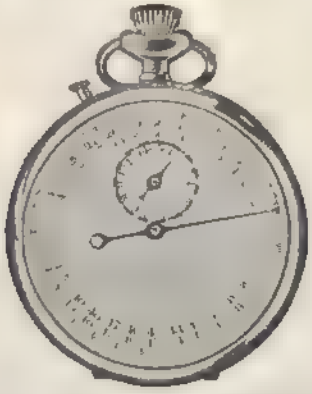
Present These Pre-tested Features:

- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES
- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION

Gallet and Galco Timers are perfected by the world's foremost chronograph experts; Security Timers by the same craftsmen.

Gallet Plain Timer. An excellent timer for industrial and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown lever movement hinged nickel case

No. 12W1.	GALLET—7 Jewels	16.56
No. 12W2.	GALCO—7 Jewels	14.33
No. 12W3.	SECURITY—1 Jewel	8.59
No. 12W4.	SECURITY—Yacht Dial	8.59



Gallet Tenth-Second Football and Basketball Timer. A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and fly back the timer. A pressure on the side pin will bring both hands back to zero. 7-jeweled lever movement.

No. 12W7	GALLET	19.11
No. 12W8	GALCO—7 Jewels	16.24
No. 12W9	SECURITY—1 Jewel	10.19
No. 12W10.	GALLET—2¾" Diameter	21.65

GALLET SPLIT SECOND TIMER

Produces accurate readings relative activities. Full second 30 minute register start, stop and fly back from crown side push for the split-second hand; lever movement hinged nickel case.

12W38.	GALLET—7 Jewels	35.67
12W39.	GALCO—7 Jewels	30.55

GALLET 10-SECOND TRACK TIMER

Actual Size Illustrated

Mostly used for short sprints. Each second divided into ten parts. Registers up to 5 minutes. 7-jewel lever movement

No. 12W36.	Nickel Case	22.61

Same as above except that it makes one full revolution of the sweep hand in one second which indicates 1/100th of a second when stopped on margins between numerals and numerals indicate tenths of seconds. Small register hand registers up to 30 seconds.

No. 12W37.	Each	29.30

C. L. GUINAND'S SPLIT TIMER

Fifth-second 30 minute register start, stop and fly back from crown side push for the split-second hand fine jeweled, nickel lever movement

12W40.	Nickel Case, 7 Jewels	41.73
12W41.	Nickel Case, 15 Jewels, Breguet Hair Spring	48.40

Gallet 1/5-Second Football, Basketball and Broadcasting Timer. A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero. 7-jeweled, lever movement

No. 12W11.	GALLET	18.15
No. 12W12.	GALCO—7 Jewels	15.28
No. 12W13.	SECURITY 1 Jewel	9.55

Gallet Decimal Timer. This dependable instrument divides the minute into 100 parts. See slide for time out. Small hand registers revolution of long hand. Fly back from crown. Nickel case lever movement 7 jewels

No. 12W5.	GALLET	18.15
No. 12W6	GALCO 7 Jewels	15.28

GALLET CHRONOGRAPH; MINUTE REGISTER

Fifth-second, start stop and fly back from crown; jeweled, lever movement.

12W42.	Nickel Case, 17 Jewels	36.65
12W43.	As above with side slide for time out	37.91

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

SCHICK ELECTRIC SHAVERS

NOTE.—Lots of six or more price applies to orders for six of one [illegible] or assorted.

Schick Colonel. Made to shave [illegible] closer than ever with its [illegible] Head. The [illegible] skin guard [illegible] shaving. [illegible] Smart [illegible] travel case. (Retail Price $17.50).

No. 83J787 Each ..11.14
Lots of 6 or more. Each ..10.29

Schick Super ALL NEW THROUGH AND THROUGH. [illegible] power now in shaving [illegible] Start Shave [illegible] New power packed [illegible] Head [illegible] Now [illegible] cord, [illegible] headguard—in new all-metal travel case, handsomely covered, stamped in gold. (Retail Price 22.50)

No. 83J788. Each ..14.33
Lots of 6 or more. Each ..13.23

Shaverest For Schick Shavers. Keeps a shaver finger tip handy by your bathroom mirror. Holds it safely. Current shuts off automatically. But [illegible] cord [illegible] with any Schick Shaver [illegible] for storing [illegible] up. Complete with cord [illegible] Retains [illegible]

No. 83J666. Each ..5.07
Lots of 6 or more. Each ..4.67

"Travel Kit" by SCHICK

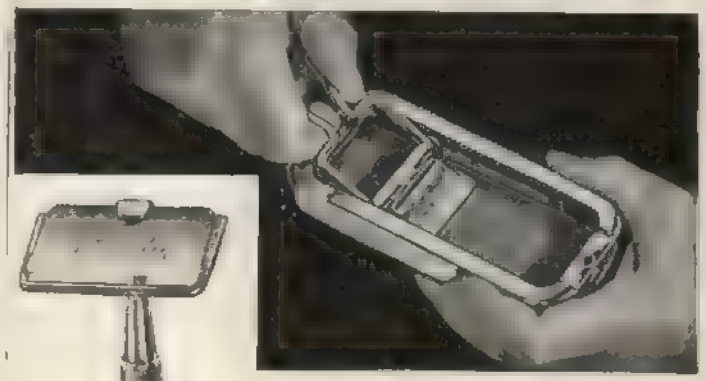
A smart new Travel Kit—modern, compact, complete. Designed for Schick by Rumpp, it is of genuine leather, has zipper closure on three sides and is lined in tan herringbone luggage cloth. Thousands of electric shaver owners have asked for it to carry everything a man wants for toilet use, including Schick's newest Electric Shaver, The ALL-NEW Schick SUPER. Overall dimensions of kit: 6¾ x 6¾ x 2¼".

CONTAINS

- The All-New $22.50 Schick Super
- High grade NYLON-tufted Hair Brush with lucite back
- Full-size lucite comb
- All-metal frames glass mirror with easel back.
- Chrome finish container for brush and tooth paste
- Triple-cut nail file
- New shaver cord and plastic plug
- Cleaning brush for Shearing Heads

Retail 34.50
(Tax Included)

No. 83J794. Each ..21.56
Lots of 6 or more. Each ..19.90



A famous member of the shaving family now back after a long time off the market.

Made in England"

SPARE PARTS FOR ROLLS RAZORS

No. 83J266.	Blade Holding Clip Each	.38
No. 83J267	Strop [illegible]	.79
No. 83J268.	Head [illegible]	1.12
No. 83J269.	Blade [illegible]	2.39

ROLLS RAZOR

Has many marked advantages over the usual type of safety razor. It is very compact and simple to handle. Its first cost is the last, for One Safety Blade of A Rolls Razor is tooled from the finest Sheffield steel, hollow ground the same as a straight razor. Properly handled it will give a lifetime of perfect shaves. The attractive metal case contains the blade, its handle and an automatic stropping and honing device. This model nickel plated throughout.

Retail 15.00

No. 83J22. EACH . **9.55**

Lots of 6 or more Each .. 8.82

Racine Watches and World Renown Gallet Chronographs for Precision Timing and Professional Use. For Sports, Nurses and Doctors, Industry, Broadcasters and Technicians

Nurses' Watch with Silk Cord. Featuring sweep-second, 8¾ ligne Gallet movement, 10Kt. yellow gold filled case, 17 jewels
No. 12W22 Each **28.66**

Nurses' Steel Case Water Repellent Watch. This smart ladies' model has the same unique features as the other Racine watches. Dial features sweep-second hand. Equipped with leather strap. 8¾ ligne 17-jewel movement
No. 12W21 (Rad Dia **28.66**

Sweep Second Hand Luminous Dial. Professional men and service men will treasure this stainless steel watch. Rustproof model made by the new patented process. Accurate 15 jewel Gallet movement, water repellent. Dial has outer circle 1 to 12 and inner circle 13 to 24 for 24-hr. dial timing
No. 12W19 10½ Ligne **25.16**
No. 12W20. 11 Ligne (Incabloc shock resistant. **25.16**

New Double-Button Chronograph. 14 ligne, 17-jeweled movement, stainless steel case, time-out feature, telemeter and tachometer feature, 45 minute register
No. 12W44 ..... **44.59**
No. 12W45 (Rad Dial) **44.59**
Same with plain dial without Telemeter and Tachometer
No. 12W46 Each **44.59**
Same with Radium dial and hands without Telemeter and Tachometer
No. 12W47. Each **44.59**

New Double-Button Gallet Chronograph. 30 minute register; 14 ligne; 17-jeweled high quality movement; steel case, time-out feature; 12 hour totalizer; for aviators, automobile and motor boat racing. After timing a measured mile the sweep-second hand will show the miles per hour on the telemeter scale
No. 12W48. (Plain Dial) **64.66**
No. 12W49. (Telemeter Dial) **64.66**

STERLING SILVER

Gallet Nun's Watch. Accurate 10½ ligne Gallet 17 jewel movement. Dial features sweep second hand
No. 12W24 Rad Dial) **26.11**

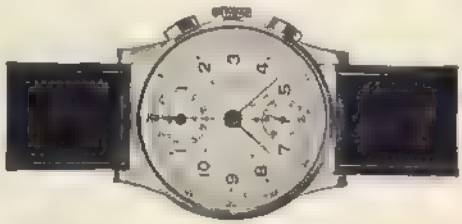
Double Button Gallet Multichron. Stainless steel case, 13 ligne, 17-jewel Gallet movement with 30 minute register. Water repellent
No. 12W50 Telemeter and Tachometer dial **52.23**
No. 12W51 Telemeter and Tachometer Rad dial **52.23**
No. 12W52 Plain dial **52.23**
No. 12W53. Radium dial **52.23**

New Gallet Calendar Watch. Latest type Calendar Watch shows day, date, and month. 30 minute register; 17-jeweled excellent quality movement; 14 ligne steel case, time-out feature, 12-hour totalizer
No. 12W18. Each.. ..... **75.16**
Same as above 14K solid gold with gold finished dial with raised gold numerals.
No. 12W54. Each. **125.49**

New Stainless Steel Gallet Chronograph. Incabloc Shock resistant 13 ligne, 17-jewel double-button for lapse timing and 45 minute register. Water repellent
No. 12W55. Plain dial..... **57.55**
No. 12W56. Radium dial.. ..... **57.55**
No. 12W57. Telemeter and Tachometer dial **57.55**

New Gallet "Flight Officer" Water Repellent Chronograph. Equipped with foolproof stainless steel Staybrite case. First quality, 13 ligne, 17-jewel movement with double push action. Featuring two novel advantages (a) HOUR CONTROL (b) WORLD TIME
No. 12W14. Radium Dial **56.05**

New Double-Button Gallet "Multichron." With the latest Tachometer and Telemeter Dials 45-minute register 12 ligne, 17-jeweled, high quality movement. Added time out feature for sports and industrial use
No. 12W15. Stainless steel with Telemeter and Tachometer dial..... **48.41**
No. 12W59 Same with Plain dial..... **48.41**
No. 12W58. Same with Radium dial..... **48.41**



Double-Button Gallet "Multichron." 30-minute register, 13 ligne, 17-jeweled, dependable movement. Steel-back case with added time-out feature. For aviators automobile and motor boat racing. After timing a measured mile, the sweep-second hand will show the miles per hour on the red figure.
No. 12W16. Telemeter and tachometer dial . **29.64**
No. 12W17. Plain dial..... . . . **29.64**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

Kidillac

A *Garton* "FIRST"

KIDILLAC . . . the car that *stole the show* at the 1950 Toy Fair!
. . . the car that "looks just like Dad's"
. . . the car that has SALES APPEAL FOR PARENTS AND CHILDREN!
. . . the car that means PROFIT FOR YOU!
. . . available in standard Passenger, Fire Chief, and De luxe Chain Driven Models.

No. 5733 KIDILLAC
BODY—Length overall 45 inches, width 20 inches.
WHEELS—8 inch disc.
TIRES—⅝ inch rubber.
WEIGHT—37 pounds.

POLICE PROWL CAR

another *Garton* "FIRST"

A MILLION junior police officers are waiting for delivery on their new cars!

Watch the youngsters go for
the real looking adjustable aerial,
the flashy imitation spot light. . .
the authentic sounding siren!
Cash in on this money-maker!

No. 5716 POLICE CAR
BODY—Length overall 33 inches
WHEELS—8 inch disc.
TIRES—⅝ inch rubber
EQUIPMENT—Horn. Imitation Spot Light and Adjustable Radio aerial.

In New York 1107 Broadway, Space 407
In Chicago The Merchandise Mart, Room 1424

SELL THE LINE THAT SELLS ITSELF!

Garton TOY COMPANY
SHEBOYGAN WISCONSIN

SINCE 1879 LEADERS IN MANUFACTURE OF WHEEL GOODS, CROQUET SETS AND SLEDS

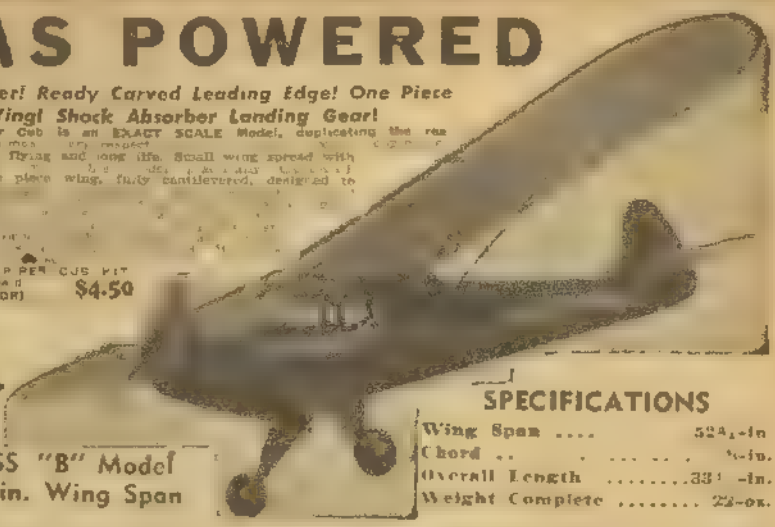
BUILDING THESE GAS ENGINE FLYING MODELS IS JUST AS EASY AND MORE FUN!

GAS POWERED

High Flyer! Ready Carved Leading Edge! One Piece Wing! Shock Absorber Landing Gear!

The Piper Cub is an EXACT SCALE Model, duplicating the real Cub [illegible] for practice flying and long life. Small wing spread with [illegible] PROOF. One piece wing, fully cantilevered, designed to [illegible]

No. 7441 PIPER CUB KIT
Price Postpaid **$4.50**
(LESS MOTOR)



Piper Cub

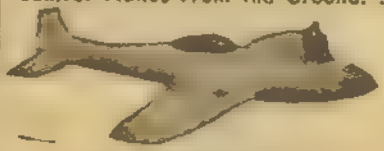
CLASS "B" Model
52¾-in. Wing Span

SPECIFICATIONS

Wing Span	52¾-in
Chord ..	[illegible]-in.
Overall Length	33½-in.
Weight Complete	22-oz.

CONTROL LINE MODELS

Control Planes From the Ground! Stunt! Land!



SKYSTREAK

Class A Control Line Model

Gas Flying Model With Genuine Patented Walker U Control For Flying & Stunting Plane In Air From Ground!

[illegible] Model [illegible] ing and flying. Has wonderful el[illegible] Make it a pleasure to build and exce[illegible] qualities. Can be flown as regular gas [illegible] or you can use the U-Control line to con[illegible] flight of plane from ground. Uses patented Walker U-Control. Has carved basswood for ready [illegible] shaped wing, shaped tail and rudder, [illegible] gear, moulded hubbole rubber and [illegible]

Class A Model.
No. 7439 Speed or Control Model Kit [illegible] **$1.98**

TYRO

By Matty Kania

Sensational Control Line Model

SPEEDS OF 87 MILES PER HOUR have been made with this pla[illegible] [illegible] A 3 [illegible] that fast. [illegible] for nationally known designer, [illegible] make this wonderful plane. He [illegible] it blindfolded to prove [illegible] span, handles any motor from 2 [illegible] inch displacement completed ship[illegible] without motor. Complete, [illegible]

No. 7440. Tyro Control Line Model Kit Postpaid **$3.50**

READY TO FLY
CO2 Motor Plane

High Performance Plane—Assemble and Fly in 5 Minutes

Uses popular new CO2 carbon dioxide motor listed in this catalog. This is a profit-free motor with lots of [illegible]—read complete description under motor. This is a HIGH PERFORMANCE FREE FLIGHT MODEL that is completely finished model. It is knocked down to [illegible] shipping box, but can be set up ready for flight [illegible] in five minutes. All parts are finished and col[illegible] ored and marked. Plane is complete except for the motor which must be purchased separately. About 24-inch wingspan.

No. 7443 CO2 SPECIAL PLANE Price Postpaid

ADD 10¢ EXTRA CHARGE ON ORDERS UNDER $1.00. Orders $1.00 or more [illegible] charge necessary

- No Building
- Uses Trouble Free CO2 Engine
- Wonderful Flyer

$1.50

ENDURANCE FLYERS

2 Models

ENDURANCE CONTEST MODELS. These planes are built to FLY. And they really perform the air! Every model builder knows that while a model plane built to copy a commercial plane looks nice, they are seldom good flyers. More and more model builders want planes that climb right up in the clouds and FLY! Now we offer these copies of contest winners. Amazingly easy to build because all fancy designing is eliminated. Even a poor job will fly remarkably well. That's because they're soundly designed for just one purpose TO FLY! Learn about airplane design by building these planes, making your own changes, adding your own ideas!

Two Wingspan Sizes For You To Select From!

Listed below are two FLYING MODELS we've selected. They're tops. Note the two popular sizes. Build 'em and fly 'em!

Contest Models Built To Fly!!!

Easy To Build!!

No Experience Necessary To Build These Flying Beauties

Each kit contains all necessary materials except cement and rubber. Cement should be purchased separately or use good glue. Many of the parts are semi-formed, making construction even easier. Detailed easy-to-follow plans make previous experience absolutely unnecessary. All models will rise off ground in a beautiful take off

32" Contest Model

Advanced model. Even if you've never built a model before you'll have no difficulty with this. It's fun to build and more fun to fly! Performs well and excellent for contest work. Can be flown in large gymnasium, hall, etc., as well as outside. Complete kit (except rubber and cement) includes all [illegible]

No. 7567G. 32-in. Contest Flyer. Postpaid **79c**

World's Record Holder

43 Minutes In The Air!

Dick Korda's Wakefield Champion. World's record holder. Wingspan 44-in., length 36 in. Complete except rubber and cement. Easy to [illegible]. Long.

No. 7587. World Record Holder Kit.
Price Postpaid..... $1.59

Three Sensational Jumbo $1.00 Models

Plenty of [illegible] Designed for [illegible] flying [illegible]. They really climb up in the sky and fly a lot on the ground. These look true to life with long [illegible] of what are [illegible] and [illegible] Each kit complete.

Swell Looking—Swell Flying

Mustang War Devil

Famous War Plane

Mustang was one of the war's great fighter planes and still is one of the favorites with model builders. Kit [illegible] all materials to build.

No. 7294. Postpaid **$1.00**

No. 7294. Extra Tube of Cement. Price **10c**

Lockheed Fighter

This plane looks good when it's flying or when it's standing. Lots of fun building it and more fun flying it. The famous Lockheed [illegible] was the war's fastest [illegible] all materials to build.

No. 7588. Postpaid **$1.00**

CABIN PLANE

Modeled after the Monocoupe, Stinson, Cub and other similar private planes that are flown around airports. [illegible] wingspan [illegible] all materials to build. Complete with cement.

No. 7589. Postpaid **$1.00**

29c Flying Taylor Cub

Build Easy to Fly

Looks like large [illegible] performance. Built to same quality standards as more expensive kits. Nice flying, good-looking model, 18-in. wingspan. Complete with cement.

No. 7444A. Taylor Cub Kit. Postpaid.... **29c**

Rubber & Cement for Flying Models

No. 7294. Fresh Airplane Cement. Tube.....10c
No. 7296S. Fresh Motor Rubber. Pkg. 10c

Navy Hell Diver

Over 20-in. wingspan. Shell [illegible] power house in looks. Pre-shaped easy to-build parts. Complete kit.

No. 7451. Price Postpaid..... **59c**

ERCOUPE

Build and fly this popular Ercoupe private plane. Excellent detail. Large. Complete kit.

No. 7450. Price Postpaid..... **59c**

DO NOT TEAR YOUR CATALOG. Keep it to check the goods by when you receive them.

You Haven't Seen THE BEST . . .

. . . Until You Meet GENE AUTRY and TERRI LEE in miniature

GENE AUTRY and TERRI LEE *look over their respective namesakes in the Terri Lee Doll Factory in Lincoln, Nebraska. Terri Lee, Inc. was awarded the exclusive Gene Autry Doll contract last October.*

See America's Most Original Dolls at the 1950 Toy Fair:

ROOM 553
HOTEL NEW YORKER

TERRI LEE Inc.

The Creator of a New Era in

DOLLS

Lincoln, Nebraska DEPT TN-3

come up and see

TRU-toys

Miniature scale models of

TRUCKS · TRACTORS · WAGONS · AUTOMOBILES ·

all during the

TOY FAIR

March 6-17

ROOM 609

HOTEL NEW YORKER

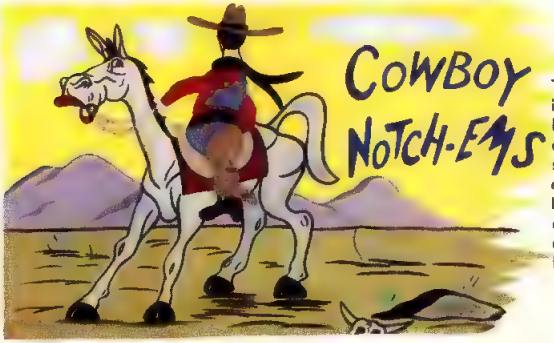
Watch for our eye-catching 4-page ad in the March issue

PRODUCT MINIATURE CO.
2248 S. 54th St. · MILWAUKEE 14, WIS.

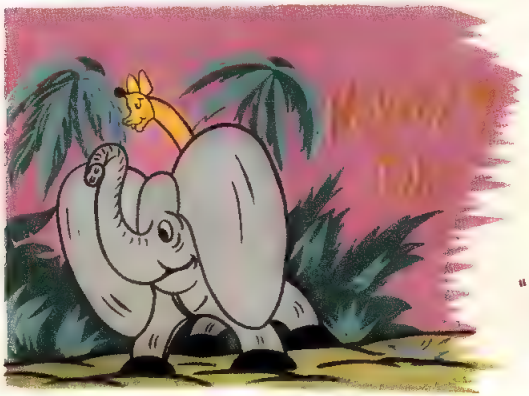
GEROMINO!

From the depths of darkest Africa. . . Eight jungle denizens in full and brilliant colors. The animals are easy to assemble and constitute the perfect fun and educational toy for children.

THE BIG THREE



The wild west lives again in cowboy Notch-Ems. Four horses, two steers and four cowboys make up an irresistable toy for children everywhere. Cowboy Notch-Ems are in full colors and will appeal to mothers as the perfect coordination training toy of the century.



Eight little happy animals in full color. . . Easily assembled by small fry of all ages. Notch-Ems have proven themselves in every market. . . Children love Notch-Em toys and demand them upon sight. Children learn while laughing with Notch-Ems.

"WATCH-EM NOTCH-EM"

The GEROMINO TOY CO., Inc.

1575 MAIN STREET • RAHWAY, NEW JERSEY

TF592 - MUSICAL CHURCH PLAQUE
#825. Wooden construction with frosted finish. Santa stands in snow covered scene. 4 tipped pine trees frame church. C7½ lamp illuminates red cellophane windows and door. Swiss music box plays "Silent Night". 18x12x16". With cord.

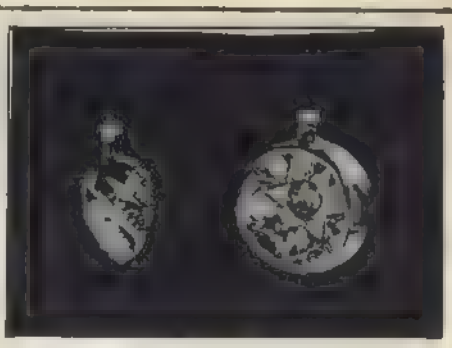
TO RETAIL AT $7.95

TF628 - ROUND GLASS ORNAMENTS
1-1/8". Assorted colors. One dozen to a box.

TO RETAIL AT 5¢ FOR 2

TF630 - ROUND GLASS ORNAMENTS
1-3/4". Assorted colors. One dozen to a box.

TO RETAIL AT 5¢



TF631 -CONE SHAPED ORNAMENTS
2" long. Assorted colors. One dozen to a box.

TO RETAIL AT 5¢

TF633 - ROUND GLASS ORNAMENTS
2". With indented reflectors. Assorted colors. One dozen to a box.

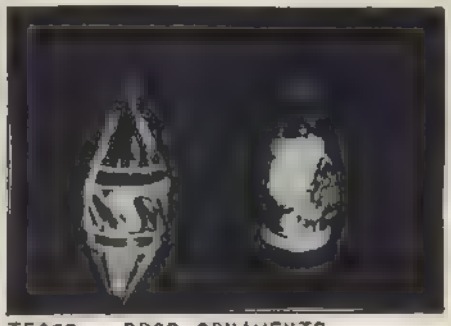
TO RETAIL AT 10¢

TF635 - BIRD HOUSE ORNAMENTS
2-3/4" long. Assorted colors One dozen to a box.

TO RETAIL AT 10¢ EACH

TF637 - HANGING BIRD
6" long. Assorted colors. Nylon bristle tail One dozen to a box.

TO RETAIL AT 15¢



TF638 - DROP ORNAMENTS
4½" long. Assorted colors. One dozen to a box.

TO RETAIL AT 15¢

TF639 - SANTA TREE ORNAMENTS
3½" long. Assorted colors. One dozen to a box.

TO RETAIL AT 15¢

TF640 - ROUND FANCY ORNAMENTS
2½". Assortment of round and reflector types. Assorted colors. One dozen to a box.

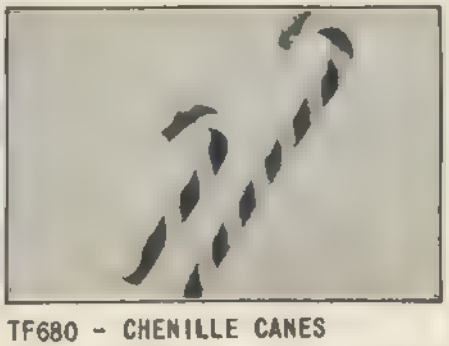
TO RETAIL AT 15¢

TF643 - TREE TOP ORNAMENTS
10½". Assorted colors. One dozen to a box.

TO RETAIL AT 25¢

TF645 - TREE TOP ORNAMENTS
14". Assorted colors. One-half dozen to a box.

TO RETAIL AT 49¢



TF680 - CHENILLE CANES
#25. Feathery light. May be hung safely at the very end of tree branches 4-3/4" long.

TO RETAIL AT 5¢ EACH

TF682 - CHENILLE CANES
#27. Same as above except 6" long.

TO RETAIL AT 7¢ EACH

TF688 - REFLECTORS #225
Used to increase the brilliance of the tree without adding more lights. Silver color metal. Box of 8

TO RETAIL AT 25¢ BOX

TF703 - ANGEL HAIR #203
Curly white spun glass. To be spread on thinly into a web over the tree. Fireproof. 3/8 oz.

TO RETAIL AT 10¢

TF706 - ANGEL HAIR #214
Curly white spun glass. 1½ oz

TO RETAIL AT 25¢

TF710 - 4 OZ. SNOW MICA #40
Box contains 4 oz. of white mica flakes in a fancy lithographed box filled air tight to prevent leakage and breakage. Minimum quantity 12

TO RETAIL AT 9¢

TF712 - ARTIFICIAL SNOW #348
A synthetic material that simulates real snow. Flameproof. 43 cubic inches.

TO RETAIL AT 10¢

TF715 - ORNAMENT HANGERS #142
Christmas tree ornament hangers. Hook type. 50 hooks to a box.

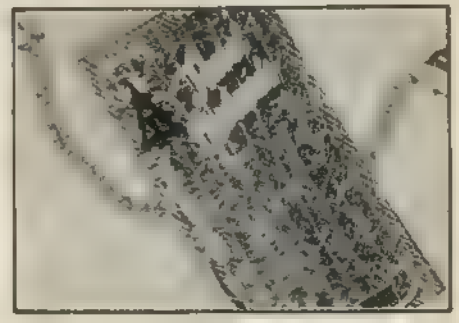
TO RETAIL AT 5¢ BOX

TF750 -ICICLES OR TINSEL RAIN
#188. Lead foil icicles 18 inches long. Fireproof. 100 strands to box. 3/4 oz. box.

TO RETAIL AT 8¢

TF752 - ICICLES OR TINSEL RAIN
Fireproof. 36 inches long. 2½ oz. to box.

TO RETAIL AT 19¢



TF782-FIREPROOF TINSEL GARLAND
#805. 5/8" wide, 8 ft. long. Assorted colors. In bag.

TO RETAIL AT 10¢

TF784-FIREPROOF TINSEL GARLAND
#1806. Silver. ¾" wide. 8 ft.

TO RETAIL AT 25¢

TF786-FIREPROOF TINSEL GARLAND
#2182. Silver. 1¼" wide. 21 ft

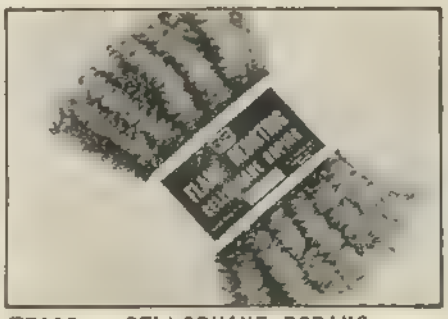
TO RETAIL AT 47¢

TF795 - METALLIC ROPING
Fireproof silvered aluminum. 7/8" thick, 14 ft. long. 3 dz. to display.

TO RETAIL AT 25¢

TF798 - METALLIC ROPING
Fireproof. Assorted colors. 7/8" wide, 12 ft. long.

TO RETAIL AT 25¢



TF800 - CELLOPHANE ROPING
Red flame resisting rope. 7/8 inches wide, 20 feet long

TO RETAIL AT 25¢

TF802 - TWO-TONE STREAMER
#1512. An aluminum and cellophane fireproof tree and room decoration. 1½ inches wide by 12 feet long.

TO RETAIL AT 25¢

There's more to Spring toy business than Easter!

Almost 1/4 of the nation's toy sales are made the first half of the year

860
CLOWN CHIME

900
JINGLE WAGON

0685
VOICE PHONE

851
DOUBLE
RING-A-ROUND

Don't put *all* your toy sales in one basket! Federal Reserve figures clearly show that almost ¼ of the toy business annually is done from January through June. There's toy business now! Go after it with America's "wanted" toys—THE GONG BELL LINE!

ORDER—Gong Bell Toys are profit makers for 12 months a year.

DISPLAY—Gong Bell Toys are attractive, colorful, appealing and safe.

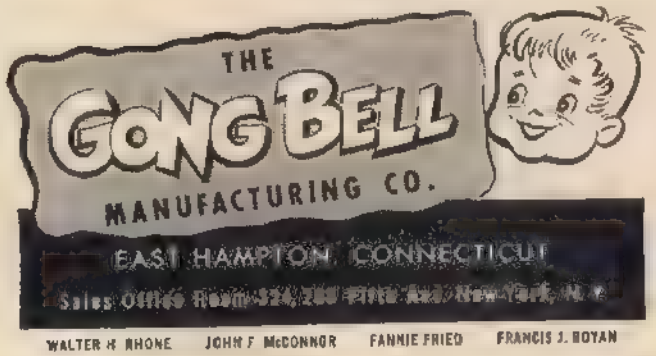
SELL—GONG BELL TOYS are moving!

Year in—year out—all year 'round
GONG BELL TOYS ARE AMERICA'S
BIG SELLERS FOR LITTLE CHILDREN

- ***Educational***
- ***Colorful***
- ***Realistic***
- ***Safe***

Feature The Gong Bell *MOVING* Line

SEND FOR CATALOG C



WALTER H. RHONE JOHN F. McCONNOR FANNIE FRIED FRANCIS J. BOYAN

EASTER
is APRIL 9

If You Want the
BEST in WASHABLES

Artistic TOYS

are the answer

Due to the large demand for Artistic Toys every Easter and the proximity of the season we ask you to make your commitments early.

These cute, colorful Toys will add atmosphere to your Easter selling season.

Descriptive Catalogue Available

POPULARLY PRICED TO RETAIL FROM $1.00 to $2.00

ARTISTIC TOY COMPANY

S. E. COR. 3rd & CAMBRIA STREETS • PHILADELPHIA 33, PA.

FOR THE *Finest* IT'S GREBE

CUSTOM BUILT TO YOUR TASTES AND NEEDS
—UNMATCHED FOR PRESTIGE, FOR PLEASURE—

A truly fine boat is a joy. It adds years to your life and life to your years. And it is a *profitable* investment because of the favorable, the *valuable* impression it makes—the prestige it gives you and yours. Today more than ever, the truly fine boat is a GREBE. Shall we send full description of the new 65' beauties shown here? Other models 40 to 100 ft.

Plan now for next season. Your inquiries invited

HENRY C. GREBE & CO., INC.
3250 NO. WASHTENAW • CHICAGO 18, ILL.

The "KINGFISHER" $1395

F.O.B. Bristol, R.I.

A real all purpose boat. It combines all the beauty of a handsome runabout. It will get you there in a hurry or trail all day on less gas than an outboard will use. Remarkably dry and safe in rough water.

L.O.A.—15'1" Beam—5 11½
Freeboard—2'7" Draft—1'6"
Power—25 h.p. Universal "Atomic Four"

Sole Distributors
DUNHAM PONTIAC MARINE DEPT.
268 CHESTNUT ST., NEEDHAM 92, MASS.
On display by Armstrong & Galbraith Inc., at N. Y. Boat Show
Write for Free Circular

For Greater Safety and Dependability
ZENITH® AND STROMBERG® MARINE CARBURETORS
FILTERS • FLAME ARRESTORS
SAFETY DRIP COLLECTORS
*REG. U.S. PAT. OFF.
ZENITH CARBURETOR Division of Bendix AVIATION CORPORATION
696 Hart Ave., Detroit 14, Michigan

"This to us is the perfect fender."
Larry Wickett, St. Louis Boat & Motor Company.

"Best fender we ever used. You have it right. Don't change it."
S K Oliver, Oliver Motor Co., Columbia, S C.

"Excellent construction."
R. G Sindelar, Marden & Hagist, Portland, Ore.

These and many other enthusiastic comments mark the *Essar* Fender's first anniversary.

Acceptance of its appearance, light weight, buoyancy and performance since its introduction at 1949's Motor Boat Show recommend the *Essar* as the best available marine fender.

ESSAR Fenders with rope ends come in these sizes
3" x 15" $5.00
5" x 18" 7.00
5" x 24" 9.50
See ESSAR Fenders at your Marine Supply Dealer's now, or write to The Sponge Rubber Products Co., 809 Derby Place, Shelton, Conn

ESSAR
BUOYANT MARINE FENDERS

GUINAND, GALLET, GALCO SECURITY TIMERS

C. L. GUINAND'S SPLIT TIMER

Fifth-second, 30-minute register; start, stop and fly back from crown; side push for the split-second hand, fine, jeweled nickel, lever movement. Anti-magnetic

12W1. Nickel Case, 7 Jewels, ... $85.20
12W2. Nickel Case, 15 Jewels, Breguet Hair Spring 98.80

GALLET DECIMAL TIMER

This dependable instrument divides the minutes into 100 parts. Side slide for time out. Small hand registers revolution of long hand. Fly back from crown. Nickel case; lever movement. 7-jewels. Anti-magnetic

12W3. GALLET $37.00
12W4. GALCO—7 Jewels 31.20

GALCO DECIMAL TIMER

Very practical for industrial time study and rate-setting. Minute divided into hundredths. Large numerals, clear face. Side slide starts and stops hands. Crown returns hand to zero. Lever movement. Anti-magnetic

12W5. 7 Jewels $31.20

GALLET PLAIN TIMER

An excellent timer for industrial and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown lever, anti-magnetic movement, hinged nickel case

12W6. GALLET—7 Jewels $33.80
12W7. GALCO—7 Jewels 29.30
12W8. SECURITY—1 Jewel 17.60
12W9. SECURITY—Yacht Dial 17.60

GALLET 1/5-SECOND FOOTBALL, BASKETBALL AND BROADCASTING TIMER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero. 7 jeweled, lever movement. Anti-magnetic

12W10. GALLET $37.00
12W11 GALCO—7 Jewels 31.20
12W12. SECURITY—1 Jewel 19.50

GALLET FOOTBALL AND BASKETBALL TIMER—IDEAL FOR BROADCASTING

Highly dependable. Fifth second, 30-minute register; fly back from crown, side slide for starting and stopping; seven-jeweled lever movement. Anti-magnetic, hinged nickel case.

12W13. GALLET—With Locking Device . . . $39.00
12W14. GALLET—Without Locking Device . . 37.00
12W15. GALCO—7 Jewels 31.20
12W16 SECURITY—1 Jewel 19.50

GALLET TENTH-SECOND FOOTBALL AND BASKETBALL TIMER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero. 7-jeweled, lever movement. Anti-magnetic

12W17. GALLET $39.00
12W18. GALCO—7 Jewels 33.20
12W19. SECURITY—1 Jewel 20.80

GALLET 1/10-SECOND PLAIN TIMER

Tenth-second, 15-minute register; start, stop and fly back from crown; 7-jeweled, lever movement. Anti-magnetic

12W20. GALLET $36.40
12W21. GALCO—7 Jewels 31.20

GALCO FIFTH-SECOND TIMER WITH 12-HOUR TOTALIZER

Indispensable for relay and swimming races and for extended time study. Anti-magnetic.

12W22. 7 Jewels $36.40
12W23. 60-minute Register Only 29.90

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

THE FAMOUS MICKEY MOUSE WATCH

BECKEN

Year after year, Mickey Mouse is our best selling character watch.

It's the smart, attractive wrist watch that the youngsters love. Mickey is right on the dial, in red, yellow and black colors and his hands point to the minute and hour figures.

Bright polished chrome plated case with a stainless steel back and a washable red vinylite leather back watch strap. And . . . each Mickey Mouse watch is put up in a very colorful Mickey Mouse gift box.

Order No. 11W1. Keystone **$9.74**

Retail $6.95

a. C. Becken Co.

BOX I

CHICAGO

DALLAS ★ DENVER ★ DETROIT ★ NASHVILLE

"BUY FROM BECKEN—AND GET THE BEST"

HOLDS 25 SLICES OF ANY STANDARD SIZE STICK GUM

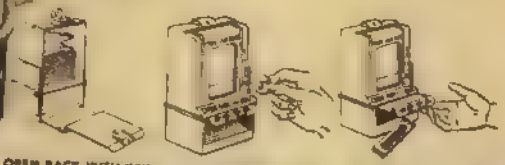
$1.98

GUM-VENDING BANK

Wonderful bank that makes money for you. Comb set on back and gum vendor. Holds 25 slices of standard gum. Key opens bank to load and removes money. Insert penny, nickel, or dime in coin slot, pull out lever and out comes one piece of gum.

Great Money Maker That Really Pays You Profit

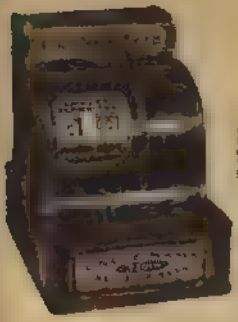
Beautifully made of plastic and metal with mirror in front. 8 in. high by 4¼ x 3¼ inches. **No. 3898. Gum Vending Bank. Prize Rack. Postpaid** **$1.98**



OPEN BACK WITH KEY LOAD WITH REAL GUM.

INSERT PENNY NICKEL OR DIME IN COIN SLOT.

PULL LEVER AND OUT COMES 1 STICK OF GUM



Uncle Sam's 3-Cent Coin Register Bank

Ruggedly Made of Heavy Metal

(Left) One of the world's fastest registers a dummy cash and adds each nickel, dime or quarter inserted. A bell tells pennies; half-dollars and $1. Up to $21.00 opens at every $10.00. Beautifully enameled in black, blue, red, gold. 5¼ x 4¼ x 2¾ inches. All steel. Weighs 1 lb.

No. 3879. U. S. Register Bank. Postpaid **$3.75**

2-in-1 Bank and Cash Register

Made, Looks, Works Like Big Cash Register

(Right) Supplied with metal "register" money. Just use the key—bell rings, drawer shoots open and amount of cash is shown. Real lock and key. Teaches thrift. Real money and play money can be locked in vault. Bank and ready to open the day you get it. Bank. Also instruction. Rich black enamel finish. 7 x 5 x 4½ inches.

No. 3819. U. S. Bank & Cash Register. **$2.69**

For Safe Keeping

Goes Into Action When Coin is Inserted

Place Coin in Slot—Push Plunger In—Watch It Magically Light Up!

Let your friends and relatives help you drop the dollars to pay for this bank you own. There's a big slot to drop marked dime, quarter, half-dollar and dollar. Your savings will swiftly grow with this wonderful automatic LIGHT-UP ELECTRIC JUKE BOX BANK. Made of colorful plastic and metal, cleverly designed to resemble a miniature juke box. Bank lights up when penny, nickel, dime or quarter is inserted. Glows with colorful lights and organ appears in window when bank is complete with batteries and bulb ready to use. Height 6 in., depth 3 in., width 4½ in.

No. 3816. Electric Light-Up Juke Box Bank. Postpaid **$1.98**

Music-Playing Juke Box Bank

Same as above in appearance but it has no coin box movement in back. When coin is inserted the music starts. Beautifully colored and studded. Polished to a high gloss. Has this automatic juke box spring wound. One winding plays several times. Great money maker for you.

No. 3815. Music-Playing Juke Box Bank. **$6.50**

JUKE-BOX LIGHT-UP BANK

MOSSBERG .22 RIFLES

Fast Action Deadly Accurate Well Balanced Rifle

8-SHOT CLIP REPEATER

GENUINE MOSSBERG 22 8 SHOT CLIP REPEATER

Mossberg Clip Repeater Rifle Postpaid **$23.95**

40½ in. long 7 pounds
22 long, long rifle, shorts
23 in. Tapered barrel
Walnut finished stock
Crown Muzzle
Regular or high speed bullets
2 piece custom stock
Clip repeater bolt action

15 SHOT AUTOMATIC

Shoots As Fast As You Pull Trigger
...The Best

$32.95

20-in. round tapered barrel
40-in. long, weighs 7 lbs.
Genuine walnut, oiled stock
2 piece custom styled
15 shot long rifle cartridges
Completely automatic
3 sight combination with micro-click peep sight

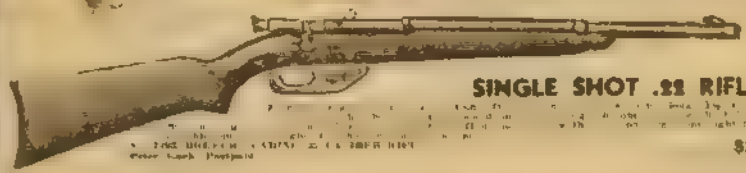
30-SHOT REPEATER

30-SHOT REPEATER

Largest Magazine Capacity in the World Deadly Accurate

$35.95

.6 [illegible] bore
[illegible] long weighs 7 lbs
[illegible] stock
30 short, 23 long, 20 long rifle
Regular or high speed
Rapid reload tubular mag
[illegible]



SINGLE SHOT .22 RIFLE

[illegible]

$11.95

TEDDY BEAR

WILLIE THE WOLF

You are Cordially Invited
To Attend the Showing

OF THE

NEWEST Gunds

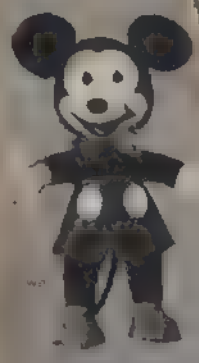
AND WORLD FAMOUS

WALT DISNEY CHARACTER MERCHANDISE

The Finest in over Half a Century

HONEY BOY

NANCY LOU



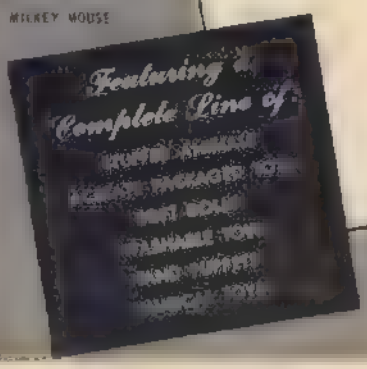
MICKEY MOUSE

Gund MANUFACTURING CO.

J. SWEDLIN, INC., SUCCESSOR

ROOM 232

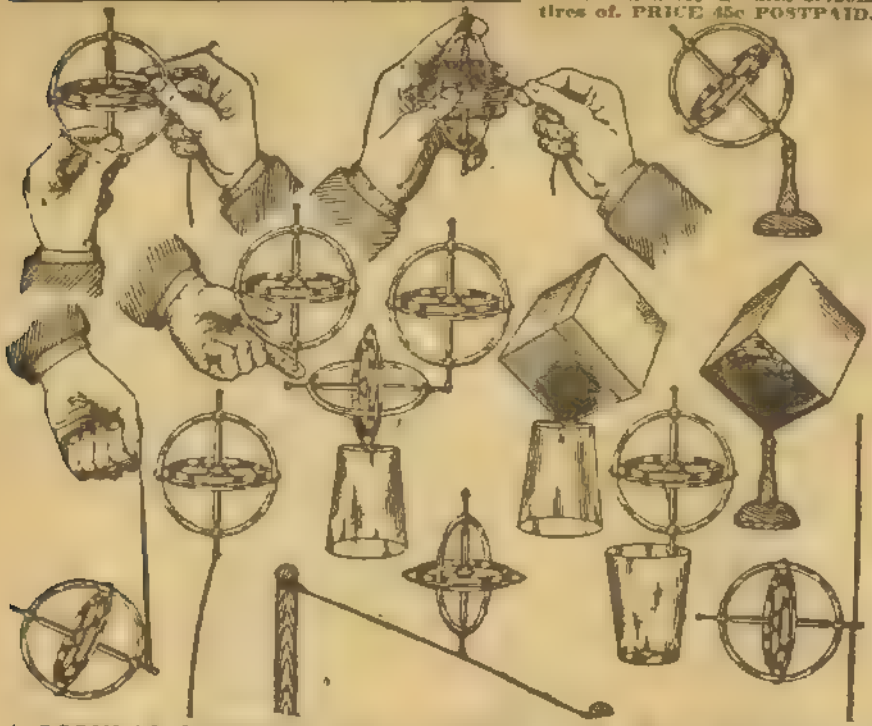
200 FIFTH AVE., NEW YORK 10, N. Y.



PLUTO

GYROSCOPE TOP

The Gyroscope is a most instructive instrument, always interesting to the intelligent adult and a toy a child seldom tires of. PRICE 45c POSTPAID.



A POPULAR SCIENTIFIC TOY---DEFIES LAW OF GRAVITATION

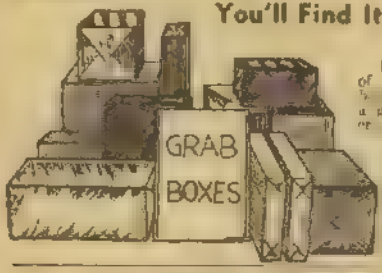
Many interesting [illegible] to explain. As a scientific instrument it is used to demonstrate the principle of [illegible] and [illegible] [illegible] [illegible]

Columbus Took a Chance---Why Not You? The Wonderful

SURPRISE PACKAGE

You Get a Bargain and Help Us to Use Up Sample Articles, Specials and Surplus Merchandise!

Help us by helping yourself [illegible] all over the world seem to [illegible] for [illegible] and [illegible] to our quick way of disposing of them. Each [illegible] a [illegible] and we [illegible] of a package at a price. We [illegible] the [illegible] and below. Each [illegible] the article. The [illegible] ABSOLUTELY NEW and [illegible]

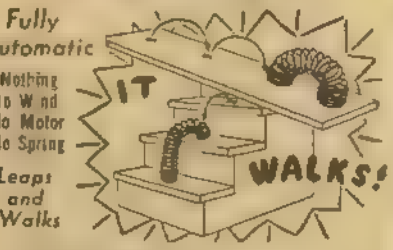


You'll Find It Fun Including A Surprise Package in Your Next Order!

It's a real thrill just to [illegible] of this special opportunity [illegible] Four packages [illegible] and [illegible] Since [illegible] you may order [illegible] we articles the same

No. 2995 SURPRISE PACKAGE. Price Postpaid	10c
No. 2996 SURPRISE PACKAGE. Price Postpaid	25c
No. 2994. SURPRISE PACKAGE. Price Postpaid	50c
No. 2997. SURPRISE PACKAGE. Price Postpaid	$1.00

MAGIC COIL



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—Scientific Toy that Goes by Itself
—Sold by the Hundreds when Demonstrated
—Made from Resilient Swedish Steel

Fascinating and exciting toy. Made of light weight indestructible Swedish steel. Will walk down steps or any incline with an almost human gait. A slight maneuvering of the hands it will walk up in case array of patterns or designs. Easy and fun for. Nothing to get out of order. No winding no motor. Just set it [illegible] up it will walk up down stairs in a short path. Fun [illegible] with it no [illegible] Weird. Almost like perpetual motion. Complete with instructions.

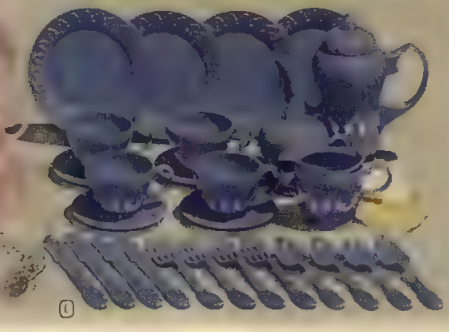
No. 2682 MAGIC COIL Price Postpaid **$1.29**

SPECIAL NOTE When ordering be sure to give name of article as well as the stock number

100 Postcards 35 Cents

Just imagine [illegible] cards. Bound to [illegible] at the [illegible] heart of [illegible] THREE FOR ONE CENT. We were able by a fortunate purchase to procure the whole stock of one of the largest Post Card dealers in the [illegible] at a [illegible] and we have decided to give our customers the benefit of a view of advertising our many bargains rather than make any profit on them. At the price we need hardly say [illegible] but a [illegible] of the value. The cards [illegible] well assorted [illegible] include many [illegible] scenes. We cannot specify exactly the assortment you will get [illegible] time to time but we [illegible] BEAUTIFUL SCENIC POSTCARDS FROM ALL OVER THE WORLD, FAMOUS BUILDINGS AND HISTORICAL PLACES, TRAVEL PICTURES, COMICS, GIRLS or COMIC PICTURES. 100 [illegible] in package

No. 2352 Postcards. Package of 100 **35c**

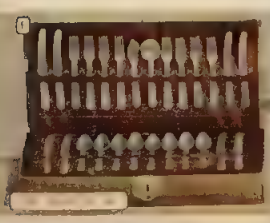


Ten Sets to Please Little Girls

1.35

1.69

2.23



for Young Cowboys and Girls

(A)(B)(C) Cowboy Boots ... Select ... Goodyear ... 24 W ... State size ... 7.35

"Bi Kent" Stitched Pattern Shoes and ... Goodyear ... 24 T 7410 ... 7.35

... 24 T 7411—Boys' ... 5.85

(D) Inlay Steerhead Pattern Oxs and ... 24 W ... 5.85

(D) ... Goodyear ... 24 W ... 5.35

(E) ... Goodyear ... 24 W 7953 ... 4.35

(F) ... 48 T 3315 ... 2.89

(G) ... 48 T 3379 ... 1.79

60 W 1424 ... 46c

(H) ... 24 T 3360 ... 3.29

(J) Spurring ... 48 T 3340 ... 79c

(K) ... 48 T 3343 ... 79c

(L) Set of 2 Plastic ... 48 T 3350—Wt. 12 oz. Set of 2 ... 79c

(M) Western Gauntlet Gloves ... 48 T 3315 Wt. 8 oz. *State size.* Pr. 1.79

(N) "Cody Colt" Automatic Gun. Makes loud bang. Paper ... plastic handle. Won't shoot caps. 48 T 3371—8-in. Gun with ... Paper Ammunition. Ship ... 89c

... 3397 24 Rolls Paper ... 47c

... 1.29

(O) Caliy Jack Air Pistol and ... 48 T 3360 Wt. 1 lb. 12 oz. Set 2.79

48 T 1481—5 Tubes Shot Wt. 7 oz. 69c

(P)(R) Flashlights. Chromed brass cases. 3-position switches.

(P) ... 86 W 3148—With ... Wt. 2 lbs. 1.85

(R) Best Quality. Spot or Flood. Plastic lens bulb 3-position switch.

86 W 3155—3-Cell. Wt. 1 lb. 1.59

86 W 3156—2-Cell. Wt. 12 oz. 1.39

(T) ... Cowboy rides on horse. Chromed head, and cap. Glass lens. Off-on switch. With bulb

86 W 3151—2 Cell. Wt. 10 oz. 74c

86 W 3259—Cell ... fit flashlights above. Ship. wt. 12 oz. ...2 for 18c

(V) Boot Tops. Simulate full boots. Red Vinyl plastic. Nailhead, leather trim, 3 snaps on ea. Small (4½ to 7 ... (8 to 11½); Lg. (12 to 3)

... *State size.* Pr. 94c

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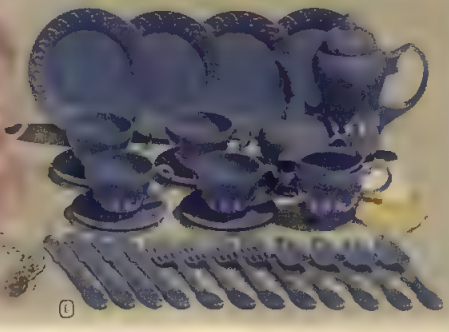

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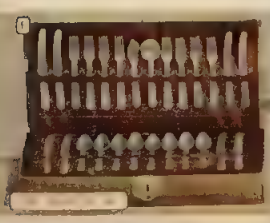

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Now! A New Model in the most famous Motor Boat line in America—the thrilling 22′ SPORT DOLPHIN for 1950. Here is the boat you have been waiting for . . . with beautifully designed varnished mahogany hull . . . mahogany deck, transom and interior finish . . . five-unit instrument panel and complete running equipment. Choice of seven different power plants—112 H.P. to 160 H.P. . . speeds from 32 to 36 M.P.H. New Hydraulic Clutch Controls available.

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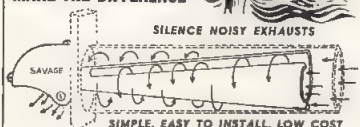

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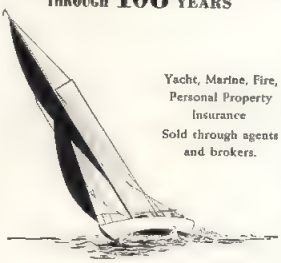
THROUGH 108 YEARS



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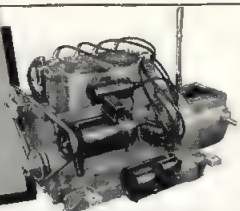

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STEEL life preserver?

TURN TO PAGE 143

of the transom. This feature, I believe, should be followed in all outboard boats, runabouts, cruisers and otherwise, because of the low cutout required to take the engine. The bulkhead will be made of ¾ inch thick waterproof marine plywood.

The transom, 1¼ inch white oak, must be securely fastened at the plank ends and to the keel. A husky stern knee and the quarter knees will want to be well fitted and well fastened to take the strain of the heavy outboard and strain it creates when turning up at 4,000 r.p.m.

The steering wheel may be placed directly on the center line, or on one side as I have shown it. It is shown on one side to accommodate a mechanic crew, which is allowed in the governing rules of the U. O. R. C.

Three flotation tanks are secured by canvas straps under each thwart. They contain a total of 2.26 cubic feet which is more than enough to float a Class C engine of 30 cubic inches and weighing 115 pounds. The hull will float naturally.

A great deal more could be written about little Quickstep. Space limitations prevent this. However, I feel her hull form is worthy of a few comments.

The ample flare forward, with relatively fine waterlines, will provide a dry boat; this same flare and fineness will assure her being easy in choppy water. The continuous flare, from bow to stern, will create greater displacement as the hull heels and therefore she will be stiff and also good on turns. The long, flat run of all her buttock lines and the slight reverse in these, combined with flat sections from station 7 aft, will lift her nicely to a level running position at high speed. And at low speeds her ample displacement will provide a boat suitable for family use in comfort.

OUTBOARD INSURANCE

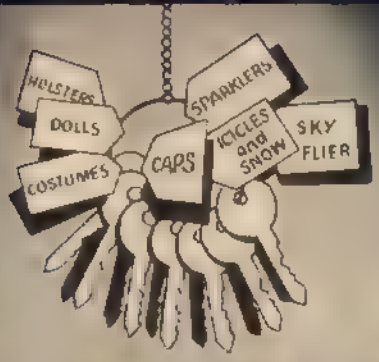
A NEW FORM of insurance, derived from the deep water hull coverage of the cruising yacht, the commercial fisherman and the ocean steamer, is now offered by the Insurance Company of North America for the protection of outboard motor boats and outboard motors.

The new policy is built around the actual exposure of the boat afloat—exposure to "perils of the seas and waters." Partial or total losses to the hull and motor are recoverable, according to policy terms, when caused by stranding, burning, striking submerged objects, collision with another vessel or object, heavy weather, sinking due to insured perils, and like misfortunes.

Total theft is included, as well as damage resulting from accidental loss overboard of the motor. Operations of hauling and launching also are a part of the new outboard full marine form.

FILAPLAST FOR FIBERGLAS AND PLASTICS

RECOGNIZING the need for adherent finishes for polyester resin-reinforced fiberglas, Brooklyn Varnish Mfg. Co. Inc., announces Tuf-On Filaplast for fiberglas and plastics. Filaplast is the result of extensive development and application research on plastic surfaces. It performs the dual function of adhering tenaciously to fiberglas and plastic surfaces, and of filling indentations whenever they occur on the surface. Based on phenolic resins, Filaplast may be applied by putty-knife or squeegee, or may be thinned for spray-application. It sands easily, and dries in several hours. It forms an ideal base coat for enamels and lacquers without lifting. Filaplast is flexible and moisture resistant, and provides the answer to non-cracking and non-chipping finishes on molded fiberglas and plastic boats. Offices are at 50 Jay St., Brooklyn, N. Y.



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HALCO

Your 7 Keys

TO YEAR ROUND TOY PROFITS IN 1950!

YES, 7 WORKING KEYS — each certain to open the door to more and more year 'round toy sales. Each a natural! Everywhere, children look for the Dolls, Holsters, Costumes, Caps and all the other toys that bear the HALCO brand name. Be sure you can meet their demands. This year, there's more eye-appeal and buy-appeal in every new product and every new design!

Yes, 7 Halco Keys — 7 Opportunities for Profit in 1950!

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Make it a must—to visit us During the TOY FAIR

We're all keyed for 1950
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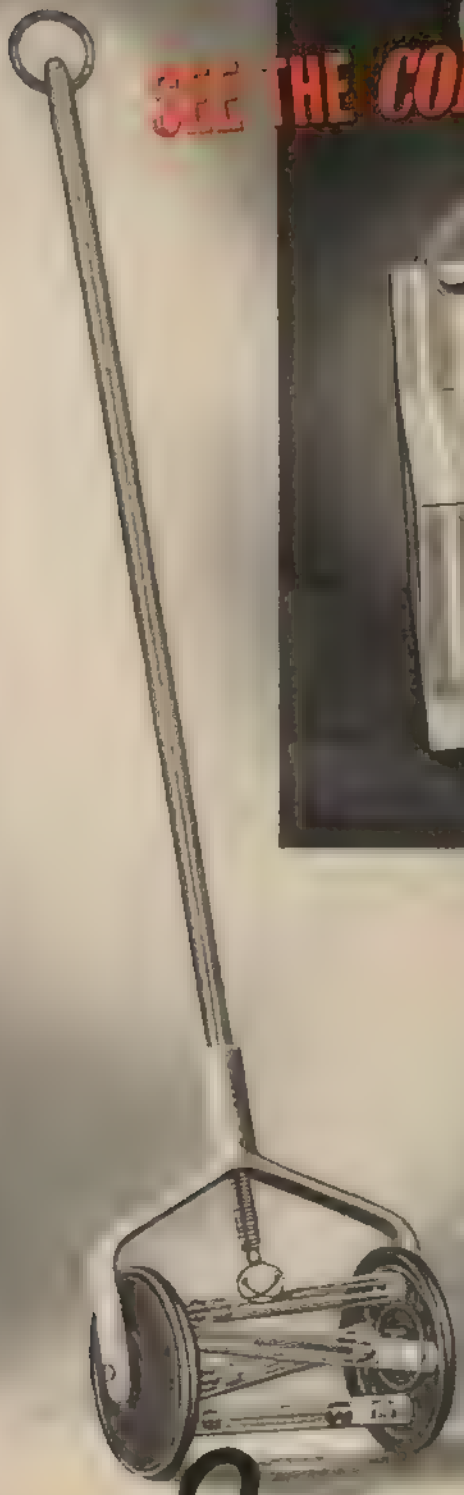

ROOM 1129 McAlpin Hotel

New York, March 6th to 17th. Make this the most profitable *TOY FAIR you've ever attended by checking up on the new and improved features of SANDEE "PLAY-SAFE" TOYS for 1950!*

NOW BETTER THAN EVER AND

PRICED TO OUTSELL ALL COMPETITION

New features, of 1. Terrific Sales Appeal, 2. Strength, 3. Safety, 4. Fine quality, 5. Powerful merchandising, 6. Fast turn-over and bigger dealer profits . . have been added to this popular line of infant, game and wheel toys. Get all *the facts* first hand — *a cordial welcome is yours when you visit Room 1129!*

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No. 101	SAFE-STRINGER	No. 303	SAFE-PITCH GAME
No. 102A	SAFE SPIN GYM	No. 304	SAFE-SHUFFLEBOARD SET
No 102B	SAFE-SPIN JUNIOR	No. 305	INDIVIDUAL GOLF SET
No. 103B	BRIGHT EYES BOBO	No. 401	FLIP AND HAMMER SET
No 104	SAFE-GYM	No. 402	HAMMER PEG TABLE SET
No. 105	ROLLY THE RATTLE	No. 1001A	RING 'N-BALL TEETHER
No 106	JINGLE-RING RATTLE	No. 1001B	RING 'N-BELL TEETHER
No. 107	TEETHER-RATTLE	No. 1002	TEETHER RING RATTLE
No 202	RINGING SAFE MOWER	No. 1003	RATTLE TEETHER
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Hawaiian HULA Shimmy SKIRT

Imitate the Rhythm of the Natives of Hawaii!

On the beach, at masquerades, at parties, or even hanging on the wall in your bedroom or den you will find that this Hula Skirt provides a lot of amusement. A souvenir "from the South Seas." Made of paper streamers in variegated colors.

As soon as you receive your Hula Skirt, go up to your room, put it on, and then stand before the mirror and try to imitate the rhythmic movements of the native Hawaiians. With [illegible] grace you can learn the wiggles of the Hawaiian "shimmy," etc. Turns any gathering into a riot of fun.

No. 5706. HULA SKIRT. Adult Size. Price..... 35c
No. 5702. HULA SKIRT. Children's Size. 15c
Price Postpaid.

Bushy Cellophane Hula Skirt

Glistening Cellophane Large Sized Hula Skirt. 36-Inch Skirt; 36-Inch Waist

[illegible] FLAME-PROOF [illegible] thick and [illegible] It is really practical to wear. Full 36-in. long with 36-in. waist. This is a large [illegible] to fit. Silk-like cellophane [illegible] gold green color to look like [illegible]

No. 5703. De Luxe Hula Skirt. Price Postpaid. $3.95

Hawaiian Style LEIS

The Hawaiian lei was originally worn by native girls who did the Hula Dance. The Hula Dance was a romantic love dance, and [illegible] became a symbol of friendship and love. It is a common custom in Hawaii even today to give a lei to your friends as they leave the Island. As the ship passes out of the harbor, the lei is thrown in the water which signifies a quick return to the island. Attractively made of colored crepe paper 32 to 36 circumference.

No. 5704. Each 12c

Confetti In A Tube

[illegible] parties [illegible] effects [illegible] Each tube contains a generous quantity, tightly packed. [illegible]

No. 4602. Price Per Tube Postpaid 15c
3 Tubes for 40c; 10 Tubes for $1.00

STREAMER CONFETTI

For Carnivals, Goodbyes, Parties!

Serpentine confetti is made of paper ribbon and comes in form of flat rolls, end being held in one hand and roll thrown out. A [illegible] gives a very charming serpentine effect. Fine for parties, weddings, celebrations, etc., etc. The colors [illegible] comes [illegible] assorted colors to a package.

No. 5700. Serpentine Confetti. Price Per Pkg. 15c
3 packages for 40c. 10 rolls for $1.00

Party Hat & Noisemaker Assortment

Each set has 1 Noisemaker, 1 Colorful Party Hat, Supply of Loose Confetti, Supply of Serpentine Streamer Confetti. One set should be given each guest. Get as many sets as guests. Liven up any party or get-together. Extra confetti below.

No. 5701. Party Assortment Per Set 25c
3 for 65c. 12 for $2.40

Prize Snappers

Each Contains Prize Novelty, Motto Verse or Paper Hat

When the two ends of this snapper are pulled, the center part explodes (harmlessly) and the contents are revealed. Each one contains a **PRIZE NOVELTY, MOTTO VERSE or PAPER HAT.** One should be given to each guest at a party. Two-colored [illegible] colors. 8½-in. long.

No. 2987. Price Each 10c
3 for 25c, 6 for 50c

Luminous Ghost

Shines With A Ghastly Radiance In The Dark

This is not a pretty object but there is fun in it for people who like practical jokes. The ghost, when displayed in a perfectly dark place, glows with a ghastly cold, bluish radiance. It is very apt to give one a "creepy" sensation even when you know all about it but to those who come upon it unexpectedly it is a real shock. Swell for initiation stunts. In the day time it looks like a perfectly natural picture but as night comes it begins to glow until when it is real dark it stands out in all its ghastly horror like a weird nightmare. Well made and coated with special type of luminous paint which radiates a greenish-blue unholy-looking light. A swell place to hang one is in the clothes closet where it usually is dark. The result should be a resounding shriek and appeals for assistance.

No. 3381. LUMINOUS GHOST. Price Postpaid..... 20c

3 for 50c, $1.65 per dozen postpaid

Full Length

Fine For Hallowe'en

Might Even Scare Burglars Away

Shines With A Radiant Glow

Large 24 Inch Luminous

Jointed Skeleton

Waves His Arms and Kicks His Feet

A Horrible and Frightening Sight in the Dark

LARGE 24 INCH LUMINOUS SKELETON with MOVABLE ARMS and LEGS. You can make it WAVE ITS ARMS, KICK ITS FEET or DANCE. In ordinary daylight the effect of the BIG SKELETON dancing is weird enough, but AT NIGHT, the startling effect is even more horrible. Full 24 inches. Treated with special luminous preparation that gives out a ghastly glow for those blood curdling parties, to scare the drunks at your club initiations.

No. 3382. Postpaid.. 25c

3 for 85c Postpaid

Assorted Designs

Lively Black Cat

Hangs by string. Cardboard about 7½ inches.

No. 3383 ..... 15c

Colored Lantern

Hangs over 4 inches.

No. 5789. Each 15c

3 for 40c

12c DANCING SKELETON

Postpaid

Dances to Music and Does Other Tricks

A jointed figure of a skeleton fourteen inches in height, can be made to dance to music, slow or fast, keeping time, and perform various gyrations and movements while the operator may be at some distance from it.

When handed to the operator, it is simply placed in position, when it will seemingly become endowed with life, and begins to move. At the command of the operator (who may be in any part of the room) it will lie down, stand up, dance, etc. For exhibition in the parlor, before social gatherings, etc., it seldom fails to create fun and amusement. We send full and explicit directions with each Skeleton by the aid of which anyone should readily make it perform, to the astonishment of friends or the public. Nothing intricate to learn. A child can make the skeleton perform.

No. 3433. DANCING SKELETON. Price Postpaid.. 12c

3 for 30c, or $1.00 per dozen postpaid

Full Life Size SKELETON

56 Inches From Head to Foot—Jointed

56 INCHES FROM HEAD TO FOOT. Entirely cut out to mold body with movable arms and legs. Will assume various positions. Leave it suspended in the closet, and watch them jump when your friends go in for a garment. Hung in the doorway, a slight breeze sets it in motion, swinging its arms and kicking its feet. Made of heavy cardboard, black outline.

No. 3494. Life Size Jointed Skeleton. Price Postpaid..... 49c

HAMILTON BEACH—WESTINGHOUSE—UNIVERSAL

JUICE EXTRACTOR

ONE-PIECE GUARDED BEATER

BOWL CONTROL

ONE-HAND PORTABILITY

ONLY
HAMILTON BEACH
BRINGS YOU
ALL
THESE FEATURES

NEW MIXGUIDE

Here's the food mixer your customers want most. The new Hamilton Beach Food Mixer with the Mixguide and Bowl Control. The Mixguide permits visible speed control under the thumb. Bowl Control shifts bowl while beaters are turning. Complete with juice extractor and two all white bowls. A.C. current.

26851. 1 to 2 Units. Each $51.28
3 or more Units. Each 47.60

Suggested Retail $38.50

* SLICER-SHREDDER

26852. Each $9.32
Suggested Retail $6.95

* MEAT CHOPPER

26853 Each $10.04
Suggested Retail $7.50

* REQUIRES POWER

POWER UNIT

26854. Each $13.06
Suggested Retail $9.75

PEA HULLER

26855. Each $5.88
Suggested Retail $4.75

COFFEE GRINDER

26856. Each Not Available

ATTACHMENTS FOR WESTINGHOUSE FOOD GRINDER

26859 Each $10.00
Suggested Retail $7.50

POWER UNIT

26860. Each $13.00
Suggested Retail $9.75

NEW WESTINGHOUSE FOOD MIXER

The rhythmic, streamline design is modern throughout. And so easy to keep clean! All bearings are packed with sealed-in-grease for long-life lubrication. Not a chance for oil drip. Truly, this new Food Mixer is a miracle of scientific achievement. It mixes . It beats . . . It blends . . . It juices . . ! The compact, precision-built motor is strong and powerful. It has a full ¼ h.p. maximum load capacity which assures full power for any kitchen mixing requirement. Complete with mixer, juicer and two bowls.

26858. 1 to 2 Units. Each $53.22
3 or more Units. Each . 50.94

Suggested Retail $39.95

NEW UNIVERSAL MIXABLEND

was
$39.95
now
$29.95 Retail

- MIXES—BLENDS—WHIPS cream, icings, sauces, eggs, puddings, mayonnaise and other foods including light batters.
- PUREES foods for babies or for special diets making it easier to digest.
- CHOPS MUSHROOMS, peas onions, celery for nourishing soups.

LIQUEFIES fruits and vegetables for health giving drinks that add zest to any meal.

- BLENDS any beverage from a milkshake to a cocktail. Unexcelled for smooth icy drinks.

Has specially designed two speed — Ball bearing — Self lubricating motor

26857. 1 to 5 Units. Each $39.96
6 or more Units. Each 38.26

Suggested Retail $29.95

GENUINE SHELL CAMEO BROOCHES AND EARRINGS

BECKER

143D1 ..... $33.75
10k gold, hand engraved mounting with pink and green trim. Real diamond

143D2 ..... $30.00
Real diamond setting 10k yellow gold brooch with pink and green trim

143J3 $21.50
Twisted wire edge 10k yellow gold brooch with real hand carved shell cameo

143J4 $20.00
12k yellow gold cameo brooch with twisted wire edging. Has pendant loop

143J5 $20.00
Hand engraved 10k yellow gold cameo brooch with pendant loop

143J6 $19.00
10k yellow gold twisted wire edge cameo brooch with raised pink and green ornaments

143J7 $15.00
Van De quality brooch with beautiful hand carved genuine cameo

143J8 $14.00
1/20 12K gold filled brooch with raised green ornaments. Real cameo

143J9 $14.00
1/20 10K yellow gold filled brooch with pendant loop. Real cameo

143J10 $12.50
Real cameo in 1/20 12k yellow gold filled brooch with pink ornamental sides.

143J11 $12.00
Full bezel set cameo in 1/20 12k yellow gold filled brooch with pendant loop

143J12 $12.00
2 tone pink trim green 1/20 12k gold filled brooch with real cameo

143J13 $12.00
1/20 12k rolled gold filled pierced design brooch with real

143J14 $2.50
A [illegible] value for Natural cameo [illegible] wire edge

143J15 $2.00
Pink, green and yellow 3 color brooch with full bezel set [illegible]

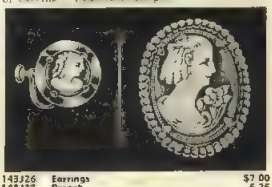
143J16 Earrings ..... $ 8.50
143J17 Brooch 11.00
1/20 12k yellow gold filled twisted wire edge brooch or earrings

143J18. Earrings $7.00
143J19. Brooch 5.25
Real cameo set earrings or brooch. 1/20 12k yellow gold filled

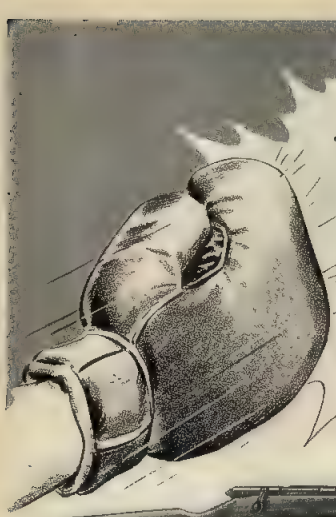
143J20. Earrings $7.00
143J21 Brooch 7.95
1/20 12k yellow gold filled real cameo brooch or earrings [illegible]

143J22 Earrings $7.95
143J23. Brooch 5.25
Individual earrings or brooch in 1/20 12k yellow gold filled quality.

143J24 Earrings $ 7.95
143J25. Brooch 10.00
Real cameo set Brooch or earrings in 1/20 12k yellow gold filled quality.



143J26 Earrings $7.00
143J27. Brooch 5.25
Beaded edge 1/20 12k yellow gold filled brooch or earrings with real cameos.



the 1-2 PUNCH for SHOTGUN SALES!

"Gamester" Model 348 — **$29.95** RETAIL

REPEATING 12 ga. Shotgun
- 3-Shot Tubular Magazine
- Under-Forestock Loading

"Topper" Model 48 — **$21.50** RETAIL

World's Largest Selling Single Barrel Shotgun
- Genuine American Walnut Stock
- Self-Retracting Firing Pin

HEAVYWEIGHT SALES · BUILDER

Shout to your customers that you have these two knockout values with this colorful combination "Gamester" and "Topper" display piece. Order display piece #6. It's free!

Here's a pair of leaders that are musts if you are going to meet competition this season. All of your customers will read over and over again about these knockout values in H&R's tremendous national consumer advertising campaign in all leading outdoor and farm magazines.

MAKE MORE MONEY . . . Under the H&R direct-to-retailer sales plan, you make $1.47 more per gun on the Model 348 "Gamester" repeating shotgun and $1.32 more per gun on the Model 48 "Topper" shotgun. No quantity requirement. Prices are FOB at warehouse in your area on less 100 lb. shipments (1 to 14 shotguns) or prepaid to your door on shipments over 100 lbs.

HARRINGTON & RICHARDSON ARMS CO., 321-W Park Avenue * Worcester 2, Mass.

'Just Between Us'

(CONTINUED FROM PAGE 63)

dents four main objectives: certain physical skills, a respect and love for the out-of-doors, good citizenship relative to the conservation of wildlife, and care of equipment.

In explaining the objectives behind the course, Prof Brewer said

"We don't work all the time. We live more than we work, and our leisure time is the living side of life That is why students must be educated for living as well as for working. Our fishing course is a course in living."

Prof. Brewer develops about 250 future fishermen each year in the four sections enrolled each semester

* * *

He Was a Bad Boy

WHILE calling on the trade in Minneapolis recently, Fred E. Owens, Chicago representative of The DEALER, heard that the wife of a sporting goods dealer in the Twin Cities had engaged a strong Swedish nursemaid who was a newcomer to this country. The nursemaid understood very little English.

At the close of her first day's work, the mistress returned home and asked the new girl, "Did you have any trouble giving the children their bath?"

"Children bane no trouble—only little feller. He yump and kick when I push him into tub."

"But I have no boy," said the mistress. "What child do you mean?"

'Little feller with glasses and curly hair."

"No, no, Hulda! That's my husband!"

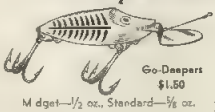
* * *

A Spinning Veteran

THE growing popularity of spinning in this country is no surprise to George N. Vitt, editor of the American Exporter, who was a recent visitor to The DEALER. Vitt learned spin fishing some years ago in Europe and has been a devotee of the sport since then

Vitt, a metallurgical and mechanical engineer, has worked on industrial projects in many countries, including Russia. The Soviet Union has a long way to go before attaining anything like America's industrial efficiency, he says, for Russians, as a rule, are not mechanically-minded.

"Go-Deepers Root Out The Lunkers!"



Go-Deepers $1.50

Midget—1/2 oz., Standard—1/8 oz.

"This 3½ lb. crappie was taken with a 'Go-Deeper Midget River Runt Spook' and my Heddon 'Pal' Reel. Down here we are very partial to Heddon plugs, especially the 'Go-Deepers'. In hot weather they really go down deep and root out the old lunkers. I like the Heddon 'Pal' Reel better than any reel I have ever used. It's a honey to cast and you can take it apart and put it together again in a minute." — L. C. Watkins, Tulsa, Okla.

How To Use The Go-Deeper

After Go-Deeper hits water, count "1, 2, 3," etc., till it fouls on moss or touches bottom. On next cast reduce count by one or two numbers and lure will be skimming over moss. When fishing over sand or rock bottom, allow Go-Deeper to sink to bottom and remain a second or two. Then jerk rod tip slightly and reel slowly. "Go-Deeper" will stay deep during entire retrieve and get more fish.

Write For Heddon Catalog

The 32-page pocket-size is free. Or send 25c coin for 84-page Deluxe Catalog which shows all Heddon Tackle and has 72 illustrations of popular gamefish and tips on how to catch them.

JAMES HEDDON'S SONS Heddon DOWAGIAC, MICHIGAN

1617 West Street

Series 9430 Heddon Jointed Floating River Runt Spooks

Heddon
Jointed RIVER-RUNT-SPOOK

Floats when at rest. Dives with a wiggling motion. Ideal for shallow water. Good for bass, northern pike and muskellunge. Wt., ¾ oz. Length, 3⅞ in. Two No. 1 Treble Hooks. Colors:

9430SD Shad
9430M Pike
9430RB Rainbow
9430L Yellow Perch
9430P Shiner Scale
9430RH White, Red Head
9430XRG Green Shore Minnow
9430XRY Yellow Shore Minnow
9430XRS Silver Shore Minnow
9430XRW Red and White Shore Minnow
9430XBW Black and White Shore Minnow
9430XBP Pearl and Black Shore Minnow

Series **9430** Jointed and Floating Spooks, per Doz **18.00**

Series 9330 Jointed Sinking River Runt Spooks

Heddon "RIVER-RUNT-SPOOK"
(Jointed Sinking)

Standard River-Runt Spook only jointed. Sinks slowly. Has lively action with plenty of tail kick. Bass, wall-eyes and pike cannot resist it. Also excellent for large brown rainbow and lake trout. Individually packed. Weight, ⅝ oz. Length, 2⅞ in. Two No. 1 Treble hooks.

Colors:

9330SD Shad
9330M Pike
9330RB Rainbow
9330L Yellow Perch
9330P Shiner Scale
9330RH White, Red Head
9330XRG Green Shore Minnow
9330XRY Yellow Shore Minnow
9330XRS Silver Shore Minnow
9330XRW Red and White Shore Minnow
9330XBW Black and White Shore Minnow
9330XBP Pearl and Black Shore Minnow

Series **9330** Jointed and Sinking Spooks, per Doz. **18.00**

Heddon Go-Deeper River Runt Spooks

Midget—Standard Sizes

Heddon "Go Deeper River Runt"
(Deep Diving)

Designed for deep-feeding fish. Goes deep due to large lip. Good for bass, pike, and muskies in summer months. Individually packed. Weight, ⅓ oz. Midget size. Length, 3¼ in. Colors:

Shad, Pike, Rainbow, Yellow Perch, Shiner Scale, White Red Head, Green Shore Minnow, Yellow Shore Minnow, Silver Shore Minnow, Red and White Shore Minnow, Black and White Shore Minnow, Pearl and Black Shore Minnow.

No. **D-9010** Midget Go-Deeper Spooks, per Doz. **18.00**

No. D-9110—Standard Size

Similar to the Midget Go-Deeper in color and use. Length, 3⅛ in. Wt., ⅝ oz. Individually packed.

No. **D-9110** Standard Go-Deeper Spooks, per Doz. **18.00**

Heddon Crazy Crawlers

Small Size

Heddon "CRAZY-CRAWLER"

Surface bait. Has swimming - crawling action that really gets the big ones. Recommended for big bass, pike and muskies. Length, 2⅜ inches. Weight, ⅝ oz. Two No. 2 Treble hooks.

Colors:

BF Bull Frog
GM Gray Mouse
BWH Black, White Head
YRH Yellow, Red Head
XRS Silver Shore Minnow
XRW Red and White Shore Minnow

No. **2120** Small Crazy Crawlers.....per Doz. **18.00**

Standard Size

Same as above except length 2¾ inches. Weight, ¾ oz. Has two No. 1 Treble hooks

No. **2100** Standard Crazy Crawlers...per Doz. **18.00**

Series 2500 "Lucky 13" Baits

Heddon "LUCKY 13"
(Floating-Diving)

A surface bait. Floats when at rest but dives and wiggles when retrieved. A most effective lure for bass. Length, 4 in. Weight, ⅝ oz. Has three No. 1 Treble hooks. Individually packed.

Colors:

2500L Yellow Perch
2500RH White, Red Head
2500JRH Frog Scale, Red Head
2500PRH Shiner Scale, Red Head

No. **2500** Lucky 13 Baits... . .....per Doz. **16.20**

No. 9630 Punkinhead Spooks

(Sinking)
Heddon "PUNKINSEED"

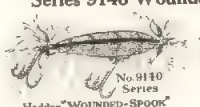
Transparent tenite body life-like natural colorations. A slow-sinking bait, traveling approximately two feet under the surface. Good for bass, wall-eyes and pike, and a perfect trolling lure. Weight, ⅝ oz. Length, 2½ in. Two No. 2 Treble hooks. Individually packed.

Colors:

9630SD Shad
9630CRA Crappie
9630XRY Yellow Shore Minnow
9630SUN Sunfish
9630BGL Bluegill
9630XBW Black and White Shore Minnow

No **9630** Punkinseed Spooks..... ...per Doz. **16.20**

Series 9140 Wounded Spook Baits



Heddon "WOUNDED-SPOOK"
Transparent Body

Another effective lure with transparent tenite body. Length, 3¼ inches. Weight, ⅝ oz. Has two No. 1 Treble hooks.

Individually packed.

Colors:

L Yellow Perch
XRY Yellow Shore Minnow
XRS Silver Shore Minnow
XRW Red and White Shore Minnow

Series **9140** Wounded Spook Baits ....per Doz. **16.20**

Series 140 S.O.S. Wounded Minnows

S.O.S HEDDON WOUNDED MINNOW SWIMS – ON – SIDE

Attractively colored wood bait. Has two No. 1 Treble hooks. Length, 2⅞ inches. Weight, ⅝ oz. Individually packed.

Colors:

P Shiner Scale
RH Red and White Shore Minnow
L Yellow Perch

Series **140** S.O.S. Wounded Minnows..per Doz. **15.00**

Series 210 Super Surface Baits

No. 210 Series

"Super Surface" – (Floating)

Wood bait. Floats when at rest. Effective in action. Has two No. 1/0 Double hooks. Length, 3½ inches. Weight, ⅝ oz. Individually packed. Colors: Black, Gray Mouse and White, Red Head.

Series **210** Super Surface Baits.....per Doz. **15.00**

Series F4000 Meadow Mouse Baits

Wood bait. Has two No. 1 Treble hooks. Length, 2¾ inches. Weight, ⅜ oz. Colors: Gray and Brown

Series **F4000** Meadow Mouse Baits...per Doz. **15.00**

Arbogast's Jitterbugs

Standard Size

Plastic body lure with erratic action that attracts game fish when feeding on the surface. Has a double lobed "lip" that creates a loud paddling noise. Can be retrieved continuously or by hesitation. May be used as popper—made to change ends and dance on surface. Furnished with two No. 1 Treble or Double Reverse hooks. Length, 3 inches. Weight, ⅝ oz. Packed six baits one kind per carton. Weight per carton, ½ lb.

No.	Body Color	Per Doz
650R	Red Head	**14.52**
651F	Frog	**14.52**
652B	Black	**14.52**
653Y	Yellow	**14.52**
654S	Scale	**14.52**
655P	Perch	**14.52**
656PL	Pearl	**14.52**
657L	Luminous	**14.52**
658BL	Blue Head	**14.52**
672RLH	Pearl Herringbone	**14.52**
	Fireplug Finish	
X680R	Neon Red	**17.40**
X688S	Fiery Sunrise	**17.40**
X689SG	Saturn Green	**17.40**

Jitterbug Peanut Size

Bait sinks slowly. Wobbles upon retrieve. Can be used with spinning outfits. Length, 2½ inches. Weight, ⅜ oz. Two No. 2 Treble hooks. Plastic body. Packed six baits one kind per carton. Weight per carton, ½ lb.

No	Body Color	Per Doz
600R	Red Head	**14.52**
601F	Frog	**14.52**
602B	Black	**14.52**
603Y	Yellow	**14.52**
604S	Scale	**14.52**
605P	Perch	**14.52**
606PL	Pearl	**14.52**
612PLH	Pearl Herringbone	**14.52**

Arbogast's Jitterbug Assortments

Standard and Peanut Sizes

No. **675-A** Standard Size, consists of six assorted baits in ⅝ oz. size. Wt. per carton, ½ lb..per Doz. **14.52**

No. **615-A** Midget Size, consists of six assorted baits in ⅜ oz. size. Wt. per carton, ½ lb...per Doz. **14.52**

Arbogast Hula Poppers

Casting Size

Top water lure for bass. Floats when at rest. Equipped with one No. 1 and one No. 2 Treble hook. Length, 2¾ inches. Weight, ⅝ oz. Packed six of a kind per carton. Weight per carton, ½ lb.

Colors:

750R Red Head	753Y Yellow
751F Frog	756PL Pearl
752B Black	757L Luminous

Hula Poppers .....per Doz. **14.52**

Fireplug Finish

No. **X780-R** Neon Red .. ..per Doz. **17.40**
No. **X788-S** Fiery Sunrise ... ...per Doz. **17.40**
No. **X789-G** Saturn Green .. .... .per Doz. **17.40**

Arbogast's Hawaiian Wigglers

Single Spinner—For Casting

For use in lily pads and rocks. Will not snag up. For Small Mouth Bass and Wall-Eyes. Large rubber skirt with 40 tails. Wt., ⅝ oz. Packed six baits of one kind to a carton.

No. 1 Deep Runner—With 3/0 Hook—Length 4 Inches

No.	**100SR**	**102SB**	**103SY**
Color	Red	Black	Yellow
Per Doz. ..	**13.20**	**13.20**	**13.20**
No.	**106SPL**		**109SG**
Color	Pearl		Green
Per Doz.	**13.20**		**13.20**

No. 1½ Medium Runner—With 3/0 Hook—Length 4¾ Inches

No	**150SRG**		**152SB**
Color	Red & Green		Black
Per Doz.	**13.20**		**13.20**
No.	**153SY**		**156SPL**
Color	Yellow		Pearl
Per Doz ..	**13.20**		**13.20**

No. 2 Shallow Runner—With 3/0 Hook—Reversing Skirt—Length 4¼ Inches

No.	**200SRG**	**202SB**	**203SY**	**206SPL**
Color	Red & Green	Black	Yellow	Pearl
Per Dozen	**13.20**	**13.20**	**13.20**	**13.20**

Hawaiian Wiggler Assortments

No. **115SA**—Six assorted No. 1 Size baits in carton. Wt., ½ lb. .....per Doz. **13.20**

No. **165SA**—Six assorted No. 1½ Size baits in carton. Wt., ½ lb. .....per Doz. **13.20**

No. **215SA**—Six assorted No. 2 Size baits in carton. Wt., ½ lb. .....per Doz. **13.20**

Prices shown are based on Manufacturers' List

River-Runt Baits and Weedless Hooks

Heddon
"MIDGIT DIGIT RIVER-RUNT-SPOOK"

The famous "Midgit Digit" in plastic. This lure is the smallest of the River-Runt family. Ideal for walleyes, bass, and pike. Colors SD-L-P-RH-XRY-XRS-XRW-XBW. Dealer 9.52

No. 18R86. Less 2% net
Per dozen 9.52

Heddon "River-Runt Spook"
(Floating)

Floats when at rest. When retrieved dives with a wiggling motion to a depth of a foot or two. Ideal for shallow water. Weight ½ ounce. Length three inches. Colors SD-M-L-P-RH-XRG-XRY-XRW-XRS-XBW. Dealer 9.52.

No. 18R83. Less 2% net
Per dozen 9.52

Heddon
"CHUGGER-SPOOK"

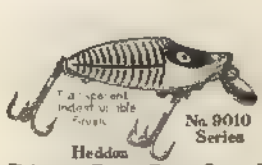
A surface lure designed for chugging or popping. Especially effective for bass around lily pads. Weight ½ ounce. Length 3 inches. Colors L-RH-XRY-XRS-XRW-XBW. Dealer 9.72.

No. 18R84. Less 2% net.
Per dozen 9.52

Heddon "FLAPTAIL-MUSKY VAMP"
Makes a Lively Surface Commotion

The revolving "flap" or tail creates a commotion different from all other lures. Excellent for the larger saltwater fish as well as muskellunge. Selected cedar body strongest construction. Weight 2¼ oz., length 6¾". Two 5/0 treble hooks. Colors SD-RH-PBH-PAS. Dealer 14.40.

No. 18R121. Less 2% net. Per dozen. 14.12



Heddon
"MIDGET RIVER-RUNT-SPOOK"

A shade larger than the "Midgit Digit". Sinks slowly and has excellent action. Weight ⅜ ounce. Length 2¼ inches. Colors L-P-M-RB-RH-SD-XBW-XRG-XRS-XRW-XRY. Dealer 9.72.

No. 18R81. Less 2% net
Per dozen 9.52

Heddon "RIVER-RUNT-SPOOK"
(Jointed Sinking)

Similar to River Runt Spooks, only jointed. Has lively action with plenty of tail kick. Length 2¾", weight ⅝ oz. Colors SD-RB-M-P-RH-L-XRS-XRG-XRY-XRW-XBP-XBW. Dealer 10.80.

No. 18R111. Less 2 net
Per dozen 10.58

Heddon
"GO-DEEPER-RUNT"

Especially designed for deep feeding fish such as walleyes. Goes deep with a wiggle and stays deep due to a large lip. Weight ⅝ ounce. Length 3½ inches. Colors SD-M-RB-L-P-RH-XBW-XRG-XRY-XRS-XRW. Dealer 10.80.

No. 18R90. Less 2% net
Per doze 10.58

Heddon "River-Runt-Spook"
(Sinking)

The original transparent River Runt Spook. Slightly larger than the midget. Sinks slowly and has fast wiggling action. Weight ⅝ ounce. Length 2¾ inches. Colors L-M-P-SD-RH-XRY-SD-XRG-XRS-XRW-XBW. Dealer 9.72.

No. 18R82. Less 2% net.
Per dozen 9.52

No. 2120 Series
Heddon "CRAZY-CRAWLER" Small Size

For top or top water baits. A surface lure with a swimming or wiggling action that readily gets the lure down. Weight ⅝ ounce. Length 3¼ inches. Colors BF-CM-RWH-YRH-XRS-XRW. Dealer 10.80.

No. 18R87. Less 2% net.
Per dozen 10.58

Heddon
"PUNKINSEED"

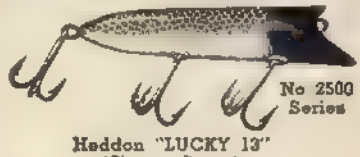
A sinking bait which travels approximately 2 feet under the surface when retrieved. Catches bass, walleyes, and pike when other lures fail. Weight ⅝ ounce. Length 2¾ inches. Colors SD-CRA-SUN-BGL. Dealer 9.72.

No. 18R85. Less 2% net
Per dozen 9.52

IMPORTANT

Below are the standard Heddon River Runt colors. When ordering please use the letter designation of the color desired. Example. If ordering the Punkinseed bait in Sunfish colors, it would read as follows: 18R85 SUN

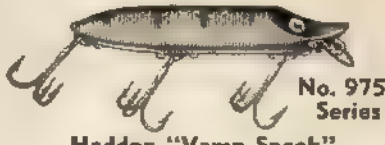
Color	Designation
Rainbow	RT
White Body, Red Head	WH
Yellow Perch Scale	L
Pike Scale	M
Shiner Scale	P
Shad	SD
Yellow Shore Minnow	XRY
Green Shore Minnow	XRG
Silver Shore Minnow	XRS
Black & White Shore Minnow	XBW
Red & White Shore Minnow	XRW
Crappie	CRA
Sunfish	SUN
Bluegill	BGL
Bullfrog	BF
Greymouse	GM



Heddon "LUCKY 13"
(Floating-Diving)

A floating-diving bait that can be used also as a surface bait. Perfect "chugging" action when jerked, lifelike action on the retrieve. Selected cedar body. Weight ⅝ oz., length 4". Colors RH-L-JRH. Dealer 9.72.

No. 18R113. Less 2% net Per doz 9.52



Heddon "Vamp Spook"
(Floating - Diving)

A famous floating-diving lure. Floats when at rest, dives and travels under water on the retrieve. Excellent for trolling. Weight ⅝ oz., length 4¼". Colors M-L-RH-XRY-XRS-XBW. Dealer 9.72.

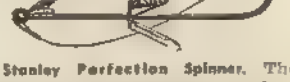
No. 18R120. Less 2% net. Per doz....9.52

Stanley Perfection Weedless Hook. The Stanley Perfection is an open hook that is weedless. The weed guard is secured to the hook by a hinge that adapts itself to all conditions. For fishing in lily pads. Used with pork chunk. Packed 1 dozen in box. Dealer 2.88.

No. 18R92. Less 2% net.
Per dozen 2.82

Stanley Pork Rind Tandem. A great lure for short casts using pork strip on small hook. Strip extending beyond bend of large hook. Size 5/0 Sneck Hook. One dozen in box. Dealer 3.60.

No. 18R105. Less 2% net.
Per dozen. 3.53



Stanley Perfection Spinner. The nickel-plated spinner revolves easily, makes attractive ripple and is designed for skittering. Size 5/0 Sneck Hook. One dozen in box. Dealer 3.60.

No. 18R93. Less 2% net.
Per dozen 3.53

Stanley Weedless Spoon. For same use as Pork Rind Tandem with the addition of a nickel-plated spoon. Ideal for fishing in heavily weeded areas. Size 4. Carlisle Hook. One dozen in box. Dealer 4.32.

No. 18R91. Less 2% net.
Per dozen 4.24

Shakespeare

CASTING LURES

SOUTH BEND
A Name Famous in Fishing

Shakespeare Dopey. Below surface lure, wood body 1⅛", wt. 4/10 ounce. Available in 4 colors.

No.		Per doz
18R44 GP.	Green Perch	7.76
18R44 WR.	White & Red	7.76
18R44 BRI	Black & White	7.76
18R44/SF.	Shiner Finish	7.76

Shakespeare Grumpy. Deep running lure with real fish getting attraction, wood body 1⅝", wt 4/10 ounce.

No.		Per doz
18R45 F.	Frog	7 76
18R45/S.	Spotted	7 76
18R45 WR.	White & Red	7 76
18R45 YP.	Yellow Perch	7 76

Shakespeare Junior Swimming Mouse. Medium size surface lure, wood body 2¾", wt. ⅝ ounce.

No.		Per doz
18R46 B	Black	7 76
18R46 BW	Black & White	7 76
18R46 LG.	Light Gray	7 76
18R46 WR	White & Red	7 76

Shakespeare Midget Spinner. Under water spinner action, wood body 1⅝", wt. ⅛ oz.

No.		Per doz
18R47 GF	Green Perch	7.76
18R47/WR	White & Red	7.76

South Bend Babe-Oreno. A small size Bass-oreno weighing ¼ oz., perfect for use with the popular light action rods. Has that irresistibly alluring Bass-Oreno action. Length 2¾ inches. Two No. 1 treble hooks.

No.		Per doz.
18R78 RW.	Red & White	6.36
18R78 YP.	Yellow Perch	6.36
18R78/F.	Frog	6.36
18R78/SF.	Scale Finish	6.36

South Bend Baby Pike-Oreno. By far the most popular size in the Pike-Oreno family. Its size, weight and shape are ideal for bait casting with almost any tackle. Length is 3⅝ inches, weight ½ oz. Two No. 2 treble hooks, steel headplate and leader.

No.		Per doz.
18R79 RW.	Red & White	8 82
18R79 YP.	Yellow Perch	8 82
18R79/S.	Silver Speckled	8 82

South Bend Surf-Oreno. One of the most effective surf casting lures ever built. A favorite in Wisconsin and Minnesota for Muskies. Spinners at head and tail attract attention. Waterproof metal tube with pointed watertight ends extends entirely through body and houses wire for hook attachment. Casts easily and runs near the surface. Length 7¾ inches. Weight 1 oz. Three treble hooks.

No.		Per doz.
18R77 RW.	Red & White	12 35
18R77 YP.	Yellow Perch	12 35
18R77/F.	Frog	12 35
18R77 LUM.	"Nite Luming"	12 35

South Bend Bass-Oreno. The original and genuine world-famous South Bend Bass-Oreno. For more than a generation the world's greatest game fish lure. Its darting, diving Bass-Oreno action never fails to lure and land the big ones. Length 2¾ inches. Three No. 1 treble hooks.

No.		Per doz.
18R76 RW.	Red & White	7 76
18R76 P.	Pike Scale	7 76
18R76 F	Frog	7.76

South Bend Nip-I-Diddee. A semi-weedless lure for bass, pike, and pickerel. Length 3" weight ⅝ oz. Equipped with three No. 4 double hooks and spinners front and back.

No.		Per doz.
18R69 RW.	Red Head, White Body	8.82
18R69/YP.	Yellow Perch Scale	8.82

South Bend Lil Rascal. A small bait for the light tackle enthusiast. Travels at medium depth. Length 2⅜"; weight ¼ oz. Has two No. 1 treble hooks, hammered head plate and stainless steel wire line tie.

No.		Per doz.
18R67 RW.	Red Head, White Body	8 82
18R67 YP.	Yellow Perch Scale	8.82

ROBERTS, PAW PAW, LAZY IKE, L&S AND HELIN LURES

South Bend Super Snooper. A new lure, with darting action. Floats when at rests. Molded of plastic. Length 2½", weight ¼ oz. Has two non-foulling treble hooks.

No.		Per doz.
18R68 RW	Red Head with White Body	8 82
18R68 YP.	Yellow Perch Scale	8 82

Roberts Mud Puppy. Jointed wood lure, with appearance and action of a live sucker. Wire leader attachment, oversize treble hook. Tail spins on retrieve. A good muskie lure.

No.		Per doz.
18R65.	Natural Finish	14.70
18R66.	Red Head, White Body	14 70

Paw Paw Wottatrog. True to nature in design and colorations. Swims, dives, and floats with real live frog action. Length 3½", weight ⅝ oz.

18R131. Per dozen 7.06

Koutzky's Lazy Ike No. 3. The original "Lazy Ike" with perfect minnow swimming action. Length 3"; weight ½ oz.

No.		Per doz
18R132/1.	Red & White	9.54
18R132/2.	Black Scale	9.54
18R132/3.	Perch	9 54
18R132/4.	Silver Scale	9.54

L & S Bass-Master. Fast sinking, jointed plastic lure, with life-like fish eyes. Two treble hooks. Length 3"; weight ½ oz.

No.		Per doz.
18R70 44.	Black Body, White Bars	8.82
18R70/23.	Yellow Body, Brown Back, Speckles	8.82
18R70/22.	White Body, Green Back, Speckles	8 82
18R70/21.	White Body, Black Back, Speckles	8.82
18R70/11.	Red Head, White Body	8.82

Helin Flatfish. Underwater lure, with three treble hooks. Length 3½"; weight ⅛ oz.

No.		Per doz
18R133 O.	Orange	9 54
18R133 FR.	Green Frog	9.54
18R133 W.	White	9.54
18R133 YB	Yellow, Red Head, Black Top	9.54
18R133/SI.	Silver Bronze	9.54

Everybody's "WILD" ABOUT THE SENSATIONAL

NEW

COWBOY BIKES and TRIKES

"Hotter" than a prairie fire . . . moving twice as fast.

Circle H

Hedstrom

Hedstrom

Hedstrom will display the new "Circle H" brand bikes and trikes at all the shows. A "natural" that ties in with the juvenile cowboy accessories market, the biggest thing in years. Comes equipped with rifle and scabbard, saddle bags, dispatch case, rubber grips with streamers and western decorations.

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HIGH POINT, Exposition Bldg. FITCHBURG, MASS. DOTHAN, ALA.

DOWST MANUFACTURING COMPANY
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FIFTH AVENUE BUILDING
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SANTA FE BUILDING

San Francisco
WESTERN
MERCHANDISE MART

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

Lighters

1628GT-90—Regens "Storm-liter"

Fully automatic, storm-proof lighter. Pressing edge flips top and strikes light, releasing closes top. Streamlined shape in nickel-plated finish. **Minimum order one dozen**

Estab. Retail $1.50

1629GT-130—Same as above in etched gold tone finish

Estab. Retail $2.50

H. B. LOVES A. S. R.

"I'm tough to please," says Humphrey Bogart. "But I sure fell for A.S.R.! What lines! What form! What response! Flick, and A.S.R. flames! Man—how I go for that lighter!"

NOTE: Established Retail Prices are Advertised Prices maintained by the manufacturers under Fair Trade Practice agreement.

1863SGT-430—**A. S. R. Lighter**

A new lighter by the makers of Gem Razors. Light switch action—easy to fill—large fuel capacity. Rhodium plated for long lasting beauty. This Lighter is fast gaining popularity for its efficiency.

Estab. Retail $7.50

1929GT-300—**A. S. R. Lighter**

A handsome new A S R model finished in heavy duty chrome. Lights automatically—refilling's easy as pouring coffee. Equipped with all A. S. R.'s exclusive mechanical features.

Estab. Retail $5.95

1921GT-600—Dunhill "Rollalite"

The magnificent new Dunhill "Rollalite" pocket lighter with the most perfect mechanism of its kind. Rhodium plated for lasting beauty—large fuel reservoir. Diagonal lined design

Estab. Retail $10.00

Items on this page not taxable except where noted

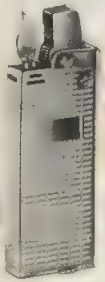
Barkeley "Director"

1860GT-275—Each

1860/60GT-240 — 6 or more

A new single-action lighter that required three years of experiment and testing to develop. Has an amazing fuel capacity, lifetime fiberglas wick windproof. A handsome modern design in heavy chrome plate. Has fewer moving parts, and more endurance. Beautifully gift packaged with cleaning brush and extra flint.

Mfr's Sugg. Retail $3.95



Thorens Lighter

1813GT-130—Each

1813/6GT-115—6 or more

Engine turned chrome finish. Lights automatically by sliding button. Precision built

Sugg. Retail $7.50

1823GT-500—"First Nighter"

A ladies' lighter 1/20-12K gold filled case. Conservatively designed and beautifully engraved. Push Lever action and large fuel capacity. Made under standards of precision to serve faithfully for years to come. Taxable.

Sugg. Retail $10.00

1923GT-300—"De-Nicotea" Cigarette Holder and Filter Set

No matter what cigarette you smoke the "De-Nicotea" crystal filter reads cuts down nicotine and tars. Many doctors recommend this efficient crystal filter cigarette holder to reduce nose and throat irritation. Gold toned holder in choice of two color combinations—black with ecru tortoise shell finish each, or blue with ivory red stem. Attractive leatherette box with 12 additional crystal filters. **Specify color.**

Estab. Retail $3.00

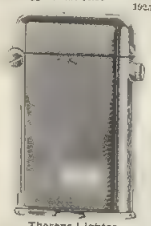
1925GT-110—Box of 50 De-Nicotea Refill Crystals.

Estab. Retail $1.65

4151GT-900—"Flint-and-Tinder Pistol" Table Lighter

An exact replica of an 18th Century English Flintlock and Tinder Pistol. Made by Dunhill. Polished wood handle, metal parts are antique bronze finish. Pull the trigger and it lights.

Estab. Retail $15.00



Thorens Lighter

1915GT-360—Each

1815/6GT-300—6 or More

Chrome finished engine-turned. Safety device locks lighter when not in use. Lights automatically by pressing button. Tiled pat. cuted construction features ar precision-built individually boxed

Sugg. Retail $6.00

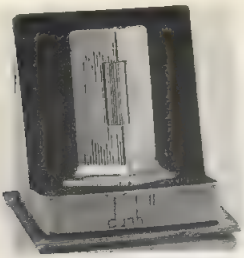
4138GT-360—Table Lighter

A beautiful and exact replica of the famous "Hellcat" airplane. Tw.r, the propeller and flights. Modern, streamline design. Depicts ace and constant performances. All chrome finish. Size 3¾" high 6" long 7½" wing spread. Individually boxed

Sugg. Retail $6.00

★**NOTICE**—All prices quoted in this Catalog are either the Manufacturer's or Bennett's Suggested Retail Prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Page 4.9 for Trade Information.

Table Lighters

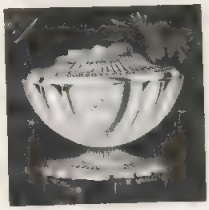


4149GT-750—Dunhill "Rollalite" Table Lighter
A table lighter by Dunhill for the finest tables. Classic beauty with famous "Rollalite" action. Rhodium finish. Easy flint refill—large fuel capacity. Attractively boxed. Not taxable.
Established Retail $12.50

4136GT-1125—"The Kent" Evans Table Lighter
Sterling Silver Table Lighter with gadroon border. Fully automatic Evans Lighter Unit with lifetime wick. Taxable.
Suggested Retail $15.00

←J.W. Loves A.S.R.
"A.S.R. is the bright light of any occasion," says Jane Wyman, movie star and Academy Award winner of 1948. "So quick reading, so smooth, so dependable. I say I love that lighter."

4152GT-750—A.S.R. Table Lighter
New . . . Exclusive . . . Different. A treasured gift that is the symbol of gracious hospitality. Finished in tarnish resistant Rhodium, with handle in satin finish ebony tenite. In gift box. Not taxable.
Established Retail $12.50



1867GT-750—"Classic" A.S.R. Table Lighter
The famous "Classic" model. The most beautiful automatic table lighter you can find. Equipped with famous Sure-action A. S. R. lighter principle. Not taxable.
Established Retail $12.50

4121GT-300—"Marine" Table Lighter
This highly polished chrome plated "Ship's Wheel" lighter is attractively designed and precision made for dependability. May be used for cigarettes or cigars. A silent twist of the wheel gives a quick, sure light. Height overall 5⅛". No tax.
Estab. Retail $5.00

Note: Established Retail prices are set by manufacturers under fair trade agreement.

4127GT-450—Knight-in-Armor
A gleaming chrome lighter on black felt cushion plastic base. A mere touch of the visor cup and the helmet snaps open, lights instantly. Not taxable.
Suggested Retail $7.50

4126GT-175—Table Lighter Just pull out the lighter and cross the bar from railing to saucer and it lights. A welcome addition to office, living room or study. Mottled Mahogany covers platform with gold color railing and graceful statuette. Minimum order ½ dozen. 8" high. Not taxable.
Sugg. Retail $8.00

4137GT-600—Musical Table Lighter
A unique and fascinating combination with imported Swiss musical movement concealed in chrome finished pedestal base. As lighter is lifted a popular tune starts playing . . . stops when set down. Size 7" high. Individually boxed. Not Taxable.
Established Retail $10.00

4150GT-360—"The Baronet" Knight-In-Armor Lighter and Cigarette Box
A wonderful combination of Knight in Armor lighter with attractive smart), styled cigarette box in ebony black plastic. Ideally suited for home and office. Mechanical performance unsurpassed. 4" square 5" tall compactly packed in individual gift box. Not taxable.
Established Retail $6.00

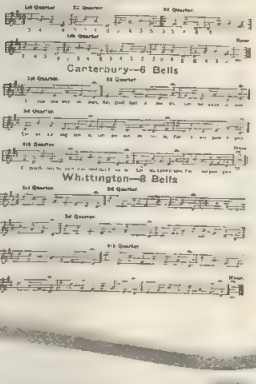
Herschede Clocks

TRUE TO GREAT TRADITIONS

For over three generations these distinguished clocks have represented the finest in American craftsmanship. The masterly period designs are correct to the last detail. Cases are fashioned out of fine Honduras Mahogany, hand rubbed to a softly glowing medium shade of brown. Dials are richly and exquisitely finished. The Moving Moon Dial, showing phases of the lunar month is an interesting traditional feature. Movements run eight days and operate by three train, cable-wind weights.

The well-loved music of cathedral chimes reproduced on deep-toned tubular bells.

Herschede Chiming Floor Clocks are available with Westminster Chimes or combination of Westminster, Canterbury and Whittington as noted.



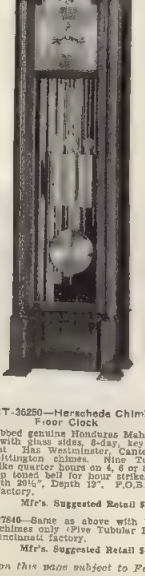
1172CT-43210—Herschede 8 Day Chime Clock
(Illustrated Below)

Genuine Honduras Mahogany Colonial style cabinet hand rubbed to a soft brown finish. Glass side panels. Has Westminster, Canterbury and Whittington chimes. Nine Tubular Bells strike quarter hours on 4 6 or 8 bells with deep toned bell for hour strike. Ht. 79½", Width 23", Depth 15½". F.O.B Cincinnati factory.

Mfr's. Suggested Retail $745.00

1173CT-34800—Same as above with Westminster chimes only Five Tubular Bells. F.O.B Cincinnati factory **Mfr's. Suggested Retail $690.00**
(Illustrated Below)

1172CT-43210
1173CT-34800



1174CT-36250—Herschede Chiming Floor Clock

Hand rubbed genuine Honduras Mahogany cabinet with glass sides, 8-day, key wind movement. Has Westminster, Canterbury and Whittington chimes. Nine Tubular Bells strike quarter hours on 4, 6 or 8 bells with deep toned bell for hour strike. Ht. 60", Width 20¼", Depth 12". F.O.B. Cincinnati factory.

Mfr's. Suggested Retail $625.00

1175CT-27840—Same as above with Westminster chimes only Five Tubular Bells. F.O.B Cincinnati factory.

Mfr's. Suggested Retail $480.00

1176CT-49300—Herschede Chiming Floor Clock
(Illustrated Below)

Honduras Mahogany cabinet with Satinwood trimming. Glass side panels. 8-day key wind movement. Has Westminster Canterbury and Whittington chimes. Nine Tubular Bells strike quarter hours on 4, 6 or 8 bells with deep toned bell for hour strike Ht. 76", Width 21", Depth 13¾". F.O.B. Cincinnati factory

Mfr's. Suggested Retail $850.00

1177CT-40890—Same as above with Westminster chimes only (Five Tubular Bells). F.O.B. Cincinnati factory

Mfr's. Suggested Retail $765.00
(Illustrated Below)

1196CT-39150—Herschede Floor Clock

Honduras Mahogany Sheraton-Colonial style case. Trimmed at top with sunburst matched Avodire veneer. Beaded columns with carved leaf motifs at bottoms. Eight-day, key wind movement. Westminster Canterbury and Whittington chimes Nine tubular bells Westminster on four bells, Canterbury on six, Whittington on eight, one deep-toned bell strikes on the hour. Dimensions 79¾" high, 21¼" wide, 14" deep F.O.B Cincinnati factory

Mfr's Suggested Retail $675.00

1197CT 30740—Herschede Floor Clock

Same as above with Westminster chimes only. Five tubular bells. In chiming, four notes sound on the quarter hour, eight notes on the half hour, twelve notes on the three-quarter hour Full melody of sixteen notes on the hour, with one deep-toned bell to count the hour F.O.B, Cincinnati factory.

Mfr's Suggested Retail $550.00

Clocks listed on this page subject to Federal Excise Tax.

The Well-Loved Music of Deep-Toned Cathedral Chimes

Highland

Electronic AND *Acoustic* PHONOGRAPHS

Model No. 120
Tronic

No. 101 — TUNAPHONE
No. 103 — MELLOTONE
No. 200 — MELLOTONE PORTABLE
No. 303 — MELLOTONE CONSOLE
No. 120 — TRONIC (ILLUSTRATED)
No. 220 — TRONIC PORTABLE
No. 320 — TRONIC CONSOLE
No. 300 — RECORD HOLDER STAND

New Models—With one 3-Speed Motor for 78-45-33- R.P.M. Records

WRITE FOR ILLUSTRATED CIRCULAR

110-125 V., A.C., 60 cycles.
Nationally famous motor operates constant speed, 78 R.P.M.
Motor mounting is suspended in rubber. Self enclosed amplifier with loudspeaker and volume control.
Plays up to 12 inch records.
Cabinet Size: 11" x 11" 3".

Manufactured by HIGHLAND MANUFACTURING COMPANY, 1026 Kenner Street, Cincinnati 14, Ohio

Strauss & Richstone Inc.

L.O.A.—34'2"; L.W.L.—24'9"; Beam 9'2"; Draft 4'10". Oak backbone & frames; Hollow spars, Teak decks, Mahogany trim; Bronze fastenings throughout; Airfoam mattresses; Monel tanks; Stainless steel rigging and turnbuckles; Sail area 510 sq. ft.

Our representatives at the New York Boat Show, Booth 140, will be glad to discuss Hinckley boats with you.

It's a *wonderful* feeling...

to own a Sou'wester. It's a wonderful thing to sail her, to cherish and care for her as a prized possession. You get that wonderful feeling the minute you step aboard and look about you. Complete accommodations and smart appointments impress you with the *quality* of the Sou'wester . . . with the overall excellence of her design and construction. Get under way, and you'll delight in her clean, swift way of sailing, her one man ease of handling. Then settle back and relax in her complete comfort as you leave shore-bound cares in the wake behind you.

It's a wonderful feeling to own a Sou'wester. And it's heightened by your feeling of pardonable pride in owning the very finest boat of her size and class afloat.

Join the proud fleet of lucky Sou'wester skippers.

Write now for illustrated brochure.

HENRY R. HINCKLEY & COMPANY, SOUTHWEST HARBOR, MAINE

Builders of 20' utility "Runabouts" *The largest builders of auxiliaries*

HINCKLEY

CUSTOM AND STANDARD

Sou'wester

runs on the New York Yacht Club cruise and wound up the season by trimming a high class fleet in the Stamford-Vineyard race.

So much, then, for the domestic picture. Let's have a look at the international side of our sailing competition. We'll find that we experienced what is sometimes called mixed success, which means we did well here and not so good there.

We lost the Scandinavian Gold Cup to the Swedish six-meter Maybe VI by the simple expedient of defending it abroad with a notoriously slow boat. We won the British-American Cup for team racing in six-meter yachts when the Yankee quartet of Llanoria, Goose, Firecracker and Noa took four straight races from the Britishers after losing the first two on the Solent.

Our International one-design skippers from Long Island Sound whipped the Bermudians in Bermuda, 4 to 1, and then flogged them up North in September, 4 to 0. Indian Harbor's team of Luders Sixteen Class boats, which earlier had taken a hosing from their Chicago rivals, were good enough to shut out their Bermuda visitors in a match for the Francis S. Page Trophy.

In the International 14-foot dinghies, where the competition is so hot that it sometimes blisters the finish on these sporting little fliers, everyone got a piece of silverware, but an Englishman got most of it. Lad name of Charley Currey from the Ichenor Sailing Club, it was steering a new molded plywood boat well named Victorious.

Up in Canada he won the Governor General's trophy and the Viscount Alexander of Tunis Cup. Then he went to Bermuda and won the Princess Elizabeth Cup. In the same Canadian meet where Currey got hooked up, Colin Ratsey, of the Essex (Conn.) Y. C. won the Canadian Cup, Bill Lapworth, of Balboa, Calif., took the one-design prize and Sonny Hanna, of the Royal Canadian, acquired the open trophy.

And, of course, there were the victories of our crack Star boat skippers—Nye, Pirie and Pat O'Gorman—in competition with foreign aces and the triumph of Ted Wells in the Snipe world series.

On the collegiate front, the sons of Elihu were triumphant. A combination of Bobby Coulson, from Marblehead; Bobby Monetti, from Manhasset Bay, and Dick Carter, from Essex, carried Yale to the national dinghy title and a mess of other trophies. The Merchant Marine Academy's pair, Jim Fegley, of Lake Seneca, and Red Smith, from Los Angeles, rolled up an astonishing string of victories until they ran into Yale in the Morss Bowl and Schell Trophy series.

We'd like to tell you something about Myth of Malham's wonderful victory in a gale-swept Fastnet Rock race, something about how Bill Barrows's new yawl Chance won the Lake Ontario race and a bit about the success of the first 24-hour distance cruise held in this country, but there just isn't room. So here's a list of 1949 champions and prize winners to keep the records straight.

Following is a list of winners of all of the major championship events of 1949—76 in all—a world's record in itself.

Long Distance Races

Fort Lauderdale-Cat Cay: Katuna, Gilbert Verney, N. Y. Y. C.
Miami-Nassau: Blitzen, Knapp & Grates, Detroit Y. C.
St. Petersburg-Havana: Tiny Teal, P. H. Langdon, Larchmont Y. C.
Marblehead-Halifax: Valkyrie, John MacDonald, Marblehead.
New London-Marblehead: Mariann, M. S. LaCroix, Eastern Y. C.
Newport-Annapolis: Alar, David Z. Bailey, Riverside (Conn.) Y. C.
Execution Rock-to-Block Island: Carina, R. S. Nye, Indian Harbor Y. C.
Bayside-Block Island Auxiliary: Dolphin, W. B. Lockwood, Essex Y. C.
Riverside-Stratford Shoals: Pierce Trophy—Chanteyman, E. L. Raymond, N. Y. Y. C. Hipkins Trophy—Pavane, John Lyons, Indian Harbor Y. C.
Stamford Vineyard: Chanteyman, E. L. Raymond N. Y. Y. C.
Storm Trysail Island: Revonoc, Harvey Conover, Larchmont Y. C.
Knickerbocker 24 hour cruise: Doris III, H. M. Lane, Knickerbocker Y. C.
Virginia Cruising Cup (Annapolis-Old Point Comfort): Rubicon, J. M. Sherwood, Gibson Island Y. S.
Gulfport-Pensacola-Gulfport: Ibid, Dr. H. E. Woodward.
Lake Ontario: Chance, William Barrows, Rochester Y. C.
Mills Trophy (Toledo to Put-In Bay to Detroit to Toledo): Apache, M. Gmeiner, Detroit Y. C.
Freeman Cup (Rochester to Toronto): Lorelei, H. P. Wahl.
Chicago-Mackinac: Taltohna, E. B. Tolman, Chicago (cruising) Cara Mia, L. L. Karas, Chicago (racing).
Detroit-Mackinac: Onkahya, George Solfitt, Chicago (cruising). Armida, Joe Hahn & Gordon Saunders, Detroit (racing)
Trans-Pacific: Kitten, Fred W. Lyon, Los Angeles.
Newport-Ensenada: Kitten, Fred W. Lyon, Los Angeles.

Continued on page 266)

ON OUR

20th Anniversary

WE OFFER YOU NEW MODELS OF

"DYERESIN"

"As Modern as Tomorrow's Tides"

"DYERESIN" DINKS AND DHOWS

are built of a one-piece laminate, of superior quality, uniformity and finish.

This material is just about indestructible, leak-proof, rot-proof, weather-proof and requires no maintenance.

Years of development work have gone into these "Dyeresin" Dinks and Dhows. They will please you.

"Leading the Tender World"

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WARREN, RHODE ISLAND

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SAILING TECHNIQUE

By H. A. CALAHAN Here is a book that will start the beginner the right way and that thousands of skilled sailors will use to improve their sailing. It's a big book, elementary enough for the landlubber, detailed enough to make the best sailor better

136 illustrations 459 pages $6.00 MACMILLAN

REAL CLASS

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Buckner Ocean Race: Patita II, Dr. Leon Carr, San Francisco
Swiftsure Lightship: Avolonte, A. G. Woodley, Seattle
Hat Island: Circe, Ray Cooke, Seattle.
Marrowstone Island. Alotola, Charles Frisbie, Seattle
Vashon Island: Maruffa, John Graham, Seattle
Tri-Island Series: Gossip, Dr. R. P. Smith, Seattle.
Fastnet Rock: Myth of Malham, John Illingworth

Special Cups

Scandinavian Gold Cup (International 6 meters)—Maybe VI, Sven Salen, Royal Swedish Y. C.

British-American Cup (U. S. vs Great Britain team race, 6 meters)—U. S. A. (Llanoria, Goose, Firecracker, Noa), 4-2

Amorita Cup (Bermuda vs Long Island Sound, International one-design)—Long Island Sound defeated Bermuda, 4-1, in spring; 4-0 in fall.

Francis S. Page Trophy (Bermuda vs Indian Harbor Y. C., Luders 16's)—Indian Harbor, 4-0.

Ocean-Great Lakes Challenge Trophy (Chicago Y. C. vs Indian Harbor Y. C., Luders 16's)—Chicago, 4-0.

Mrs. Charles Francis Adams Cup: (national women's championship)—Portland (Me.) Y. C., Jane Smith, skipper.

Sears Bowl (national junior championship)—Cohasset (Mass.) Y. C., Kingsley Durant, skipper.

Astor Cup—Bolero, John Nicholas Brown, N. Y. Y. C.

King's Cup—Anitra, W. Mahlon Dickerson, N. Y. Y. C.

Puritan Cup—Navigo, George Haskell, Eastern Y. C

Sir Thomas Lipton Trophy (Fish Class team race for Gulf of Mexico Clubs)—Pensacola Y. C

Morss Bowl (Intercollegiate dinghy championship)—Yale (Bob Coulson, Dick Carter, Bob Monetti).

Pacific Coast Intercollegiate—California (team); Fred Schenk, California (individual).

American Trophy (Middle Atlantic college dinghies)—U. S. Merchant Marine Academy (James Fegley, John Smith).

Admiral Pine Trophy (College Star boat championship)—Yale, Bob Coulson

Clifford D. Mallory Trophy (Interscholastic championship)—Belmont Hill School, Lehigh Quinn, skipper.

Governor's Trophy (Southern ocean racing circuit)—Tiny Teal, P. H. Langdon, Larchmont Y. C.

Class Champions

Inland Lakes Scows: Class A, Hornet, John Pillsbury, Jr., Minnetonka; Class D, Optimist, Bub Foulke, Calhoun Y. C.; Class C, Widgeon, Harry Melges, Jr., Lake Geneva; Class E, Aldebaran, Stephen Ober, White Bear

Eastern Class E Scows: Queen, Charles Shipman, Lake Hopatcong

Stars: World championship—Gale, Harry Nye, Wilmette, Ill. Atlantic Coast—Shillalah, E. W. Etchells, Larchmont Y. C. Corry Trophy—Cygnet, Owen Torrey, American Y. C. Bacardi Cup—Twin Star, Lockwood Pirie, Wilmette, Ill. Mid-Winter Challenge Cup—Twin Star, Lockwood Pirie, Wilmette, Ill. Johnny Walker Trophy—Wahmi, W. P. O'Gorman, Larchmont Y. C. Spring championship—Wahini, W. P. O'Gorman, Larchmont Y. C

Two-Tens: Chyon II, H. C. Dickinson, Marblehead

One-Tens: Interim, Warner Willcox, Orienta Y. C.

Luders Sixteens: Robert Ziegler, Newport Harbor, Calif.

Comets: International championship—Cirrus III, Howard Lippincott, Riverton, N. J. Mid-Winter championship—Poohbear, E. G. Echeverria, Moorestown, N. J.

Snipes: World championship—Ted Wells, U. S. A. National championship—Ted Wells, Wichita, Kan. Mid-Winter championship—Don Cochran, Sr., Clearwater, Fla

Lightnings: International championship—Sue, Dick Bertram, Miami

Moth: National Open Champion: Shucks, John H. White, Rocky Point, Conn. Boys' championship. Viking, Bob McGurk, Margate City, N. J. Girls' championship. Taurus, Peggy Kannemerman, Evening Star Y. C.

Atlantics: Mist, L. W. Stetson, Pequot Y. C.

Penguins: Outsider, Runyon Colie, Jr., Mantoloking, N. J.

Wood Pussies: Clamshell, Fred Gade, Noroton Y. C.

Thistles: Jolly Scot, Dr. Walter Lawson, Washington, D. C.

International 14-foot dinghies: One-Designs—Bill Lapworth, Balboa, Calif. Canadian—G. Colin Ratsey, Essex Y.C. Open—Sonny Hanna, R. C. Y. C. Governor General Trophy—Charles Currey, Ichenor S. C. (England). Viscount Alexander—Charles Currey, Ichenor S. C. (England) Viscount Alexander—Charles Currey Princess Elizabeth (Bermuda) Charles Currey

Rhodes Bantams—Fred Scott, Skaneatles, N. Y.

Hollywood Dolls

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"NOW with MOVABLE EYES"

Movable heads, arms and legs

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LUCKY STAR SERIES — PLAYMATES

LITTLE FRIENDS — TOYLAND SERIES

SWEETHEART SERIES — WESTERN SERIES

LULLABY BABY SERIES — LITTLE BABY SERIES

EVERYDAY SERIES

GARDEN SERIES — IDYLL SERIES

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THE LUCKY STAR DOLL — OLD MOTHER WITCH

THE NUN — PUNCHINELLO

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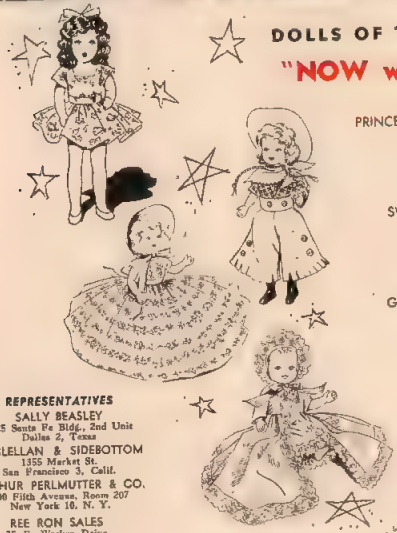

DOLLS OF THE STARS

"NOW with MOVABLE EYES"

Movable heads, arms and legs

PRINCESS SERIES — NURSERY RHYMES

LUCKY STAR SERIES — PLAYMATES

LITTLE FRIENDS — TOYLAND SERIES

SWEETHEART SERIES — WESTERN SERIES

LULLABY BABY SERIES — LITTLE BABY SERIES

EVERYDAY SERIES

GARDEN SERIES — IDYLL SERIES

QUEEN FOR A DAY — THE WISHING DOLL

THE LUCKY STAR DOLL — OLD MOTHER WITCH

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Gene AUTRY

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in **INDIAN UPRISING**

with

JEAN HEATHER — CAROL THURSTON
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GENE'S GREATEST ADVENTURE OF THE EXCITING NEW WEST!

INDIAN UPRISING!

You'll be thrilled with this blazing spectacle of cowboy daring! Indian fury! Stampeding cattle! It's a new shootin', fightin' film of today's West that EXPLODES with all the old-time thrills and action. See Gene battle crooked land sharks, who stir up trouble between ranchers and Indians. Ride with Gene and Champion, as they gallop to halt Indians on the warpath! Get this exciting new Autry movie TODAY!

ORDER NOW AT OUR *New Low Prices!*

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GENE AUTRY ☆ **BARBARA BRITTON**

in

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CHILL WILLS — RUSSELL ARMS
JACK HOLT — ROBERT SHAYNE
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GENE RIDES HERD ON A MYSTERY KILLER! IT'S HIS WILDEST MANHUNT!

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Here's your favorite Western hero in a story that crackles with blazing gunfights! Thrilling pursuits! Slashing fists! Gene hits the vengeance trail, after his best friend is ruthlessly murdered in a poker game. You'll thrill to the wild manhunt, as Gene and Champion break the West wide open to track the killer down! Gene co-stars with lovely Barbara Britton in this exciting new Autry movie. ORDER YOURS NOW!

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$1.75	$4.25	$1.75	$2.75	$8.75	$17.50

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60 SUNSET BLVD. HOLLYWOOD 28, CALIF.

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WE ARE EXCLUSIVE HOME MOVIE LICENSEES OF WALT DISNEY CARTOONS

- MICKEY MOUSE
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Write for FREE Counter Displays, Mats, and Window Streamers!

Hollywood Films are nationally advertised, widely publicized, and backed by colorful dealer aids!

PROFIT FROM THIS NATIONWIDE PUBLICITY!

In Celebration of IRWIN's Silver Anniversary...

Mechanical Toys!

Tea Sets!

Christmas Decorations!

Packaging!

Spectacular Items!

1925

IRWIN CORPORATION

Plant: FITCHBURG, MASSACHUSETTS

NEW YORK SHOWROOM: 200 FIFTH AVENUE • Room 651

1950

(Left) D-256
COWBOY
Approx. 15¾"
Retails about $2.00

(Right) D-257
COWGIRL
Approx. 15¾"
Retails about $2.00

doin' what comes naturally!

(Left) D-258
LONG LEGGED DOLL
Approx. 15½"
Retails about $2.00

(Right) D-259
CLOWN with JACKET
Approx. 16"
Retails about $2.00

Hol-le Toys

. . . just keep doin' what comes naturally . . . ringing the cash registers in America's smartest merchandised infants' and toy departments . . . from coast to coast!

WHY ARE HOL-LE TOYS SUCH STAND-OUTS?

Some merchandisers say: "It's their colorful good looks." Others say: "It's the superior materials Hol-le uses." Still others: "It's Hol-le's better workmanship." All we know is, Hol-le offers toy merchandisers the finest values in the soft toy field.

● Send for new Hol-le catalogue illustrating numbers to retail about $1, $2, $2.50, $3 and up.

SHOWROOM: 200 FIFTH AVENUE, NEW YORK ● FACTORY: 148-150 Post Ave., New York 34, N. Y.

Hol-le toys

Above: #254
Yellow shirt,
green bow, red and white
polka dot overalls.
Appx. 18" tall.

Right: #255
Yellow blouse
green bow, red and white
polka dot skirt.
Appx. 18" tall.

make a
double date
with Hol-le's
two timers!

NATIONALLY ADVERTISED IN
PARENTS' MAGAZINE

Send for our catalogue
sheets of other Hol-le soft
plastic animals and dolls to
retail about $1.00 to $4.00.

Below. #260
Blue overalls,
matching hat
and red shoes
Appx. 17" tall

**. . . it's an early Easter . . .
March 25th! Now's the time
to double-date our
colorfully dressed, cuddly
brother and sister
"two-timers" . . .
to double Easter sales!**

**TO RETAIL
ABOUT $2.00 EACH**

Right: #261
Red skirt,
matching hat
and red shoes.
Appx. 17" tall.

SOFT PLASTIC ANIMALS & DOLLS

SHOWROOM: 200 FIFTH AVENUE, NEW YORK
FACTORY: 148-150 Post Avenue, New York 34, N. Y.

BAR 20 RANCH XX

500,000 HOPPY YOUNGSTERS

500,000 HOPPY YOUNGSTERS

Thanks A Million

Mr. Buyer, makes a million for sparking the winning team YOU, and Herman Iskin & Co., and Hopalong Cassidy . . . have made 1950 a very Happy Year. Five hundred thousand Hopalong Cassidy Outfits sold!

We'll be a winning team again in 1951! Our job on that team? To make the new, 1951 line of Hopalong Cassidy Outfits

BIGGER AND BETTER THAN EVER

We won't wait to show you this truly exciting new line for '51 . . . more styles than ever before . . . more greater values . . . all with the magic of Hopalong Cassidy's name . . . plus Sanforization.

LET'S MAKE 1951 THE HOPPIEST YEAR EVER FOR ALL OF US!

exclusive manufacturers

HERMAN ISKIN & Co., Inc. TELFORD PENNA.

PLAYSUITS SINCE 1910

HOPALONG CASSIDY

America's Most Famous Cowboy

Presents for the first time

WASHABLE SANFORIZED

COWBOY AND COWGIRL OUTFITS

COLORFUL

ATTRACTIVE

UNUSUAL

Join the "Hopalong Cassidy" Bandwagon and keep your Western Department in the black with young America's favorite Cowboy — "Hopalong Cassidy" — Star of Personal Appearances, Television, Movies, Radio, and Comics.

It's the year's most sensational promotional line — retailing at popular prices from $3.49 and up.

Remember, you pay no premium when you buy "Hoppy" Outfits — they represent value beyond comparison, plus this feature character.

Write for descriptive price list to:

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Room 424
Al Weinberg
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HERMAN ISKIN & CO., Inc.

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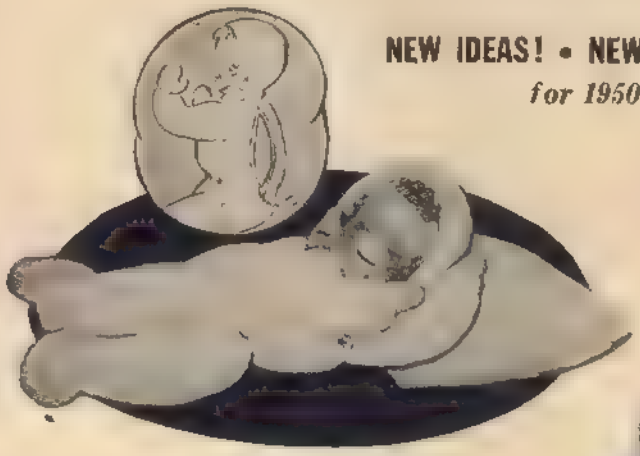
EXCLUSIVE MANUFACTURERS

PLAYSUITS SINCE 1910

KNICKERBOCKER STUFFED TOYS

America's Premier Line of Exclusives!



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for 1950

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U. S. Pat. No. 124,311

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© The Borden Co.

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© The Borden Co.

"KUDDLES"

"PUDGY"

"BOZO —
The Personality Clown"
© Capitol Records

"BILLY —
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"FLUFFY"

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and others

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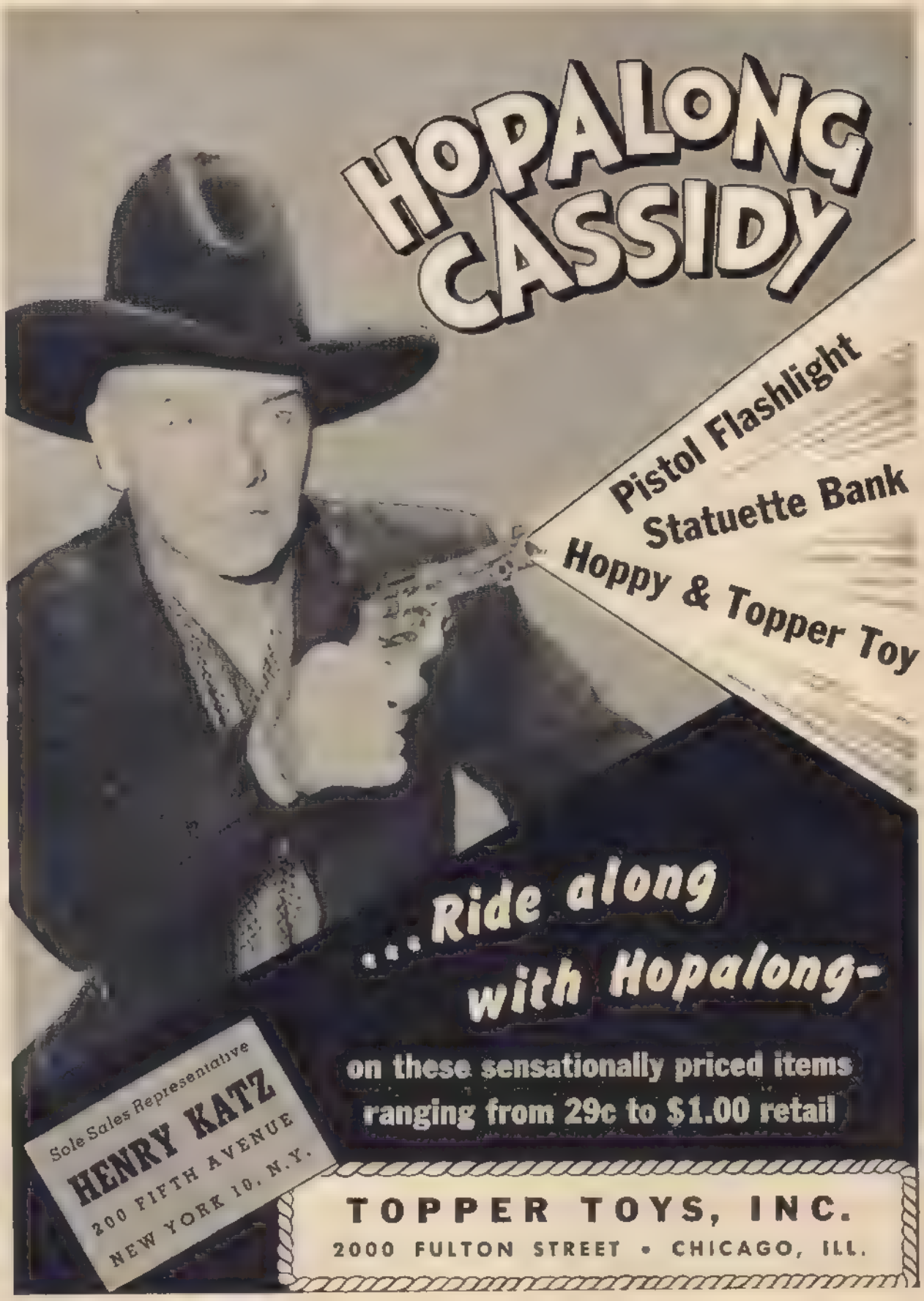
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Pistol Flashlight
Statuette Bank
Hoppy & Topper Toy
...Ride along with Hopalong-
on these sensationally priced items ranging from 29c to $1.00 retail
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——TWO GREAT NAMES
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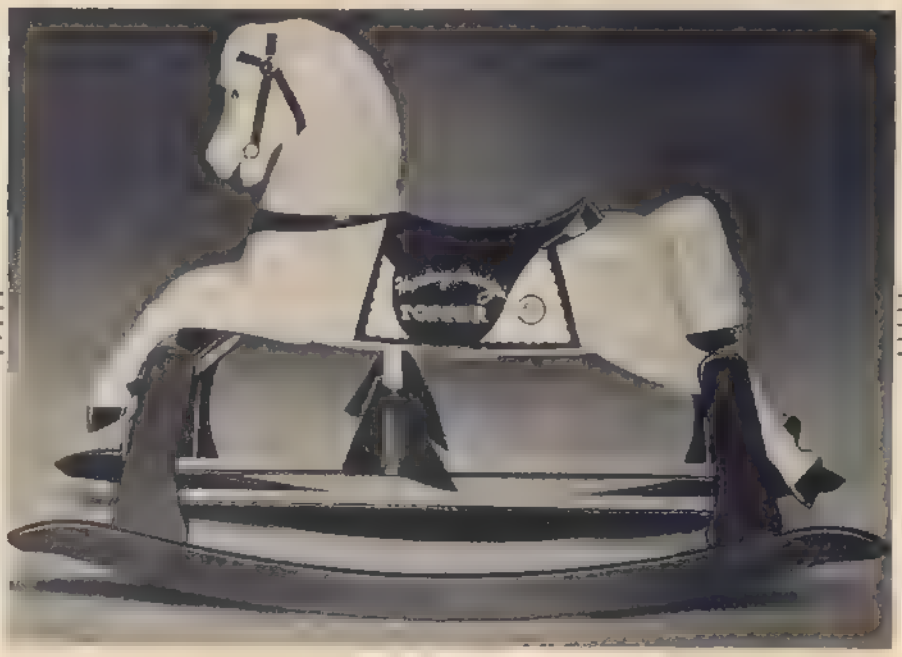

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TWO SIZES • FIVE MODELS

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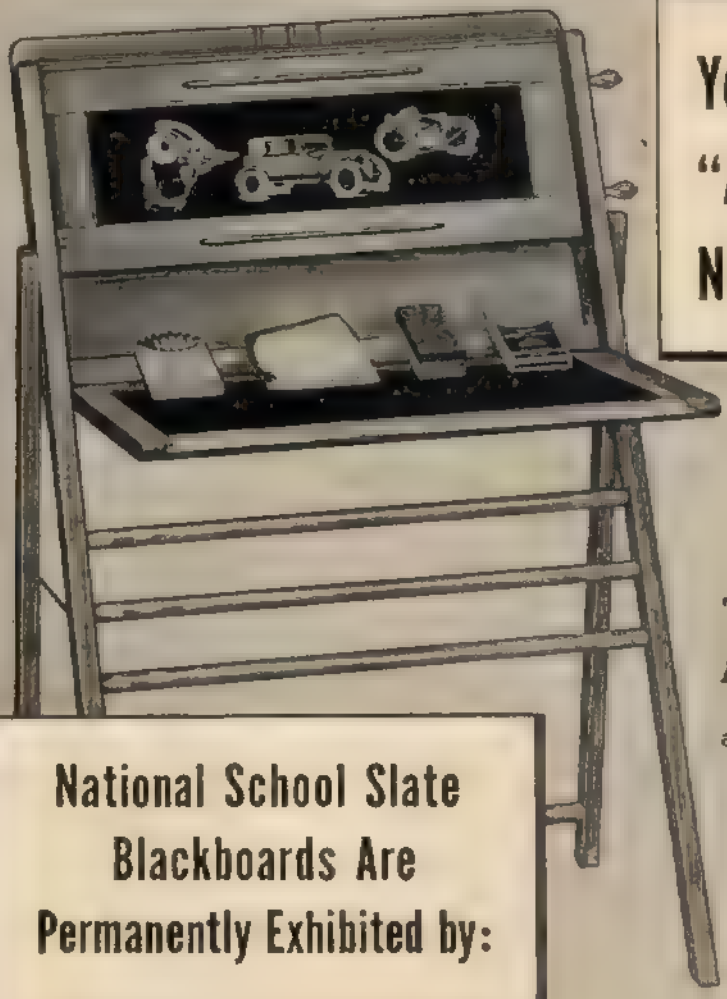

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PRODUCTS
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You simply [redacted] see these sensational

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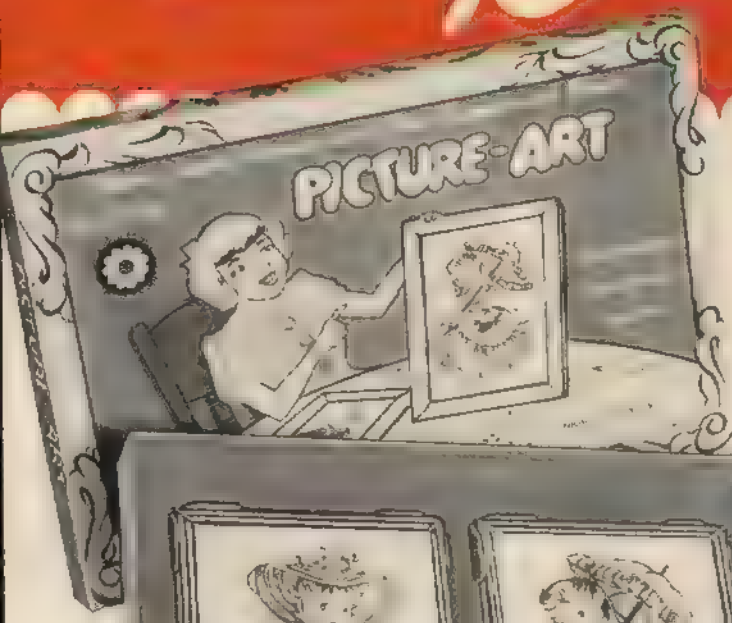

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The height of educational and play value
Every number outstandingly styled
Beautifully individually packaged
Sure-fire ALL-YEAR profitable sellers

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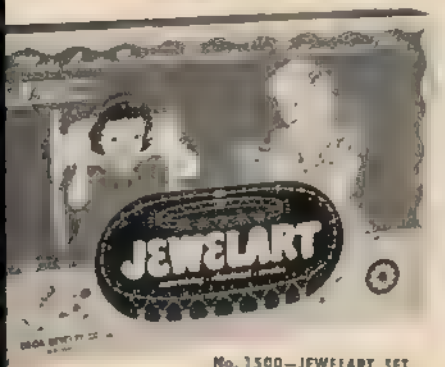
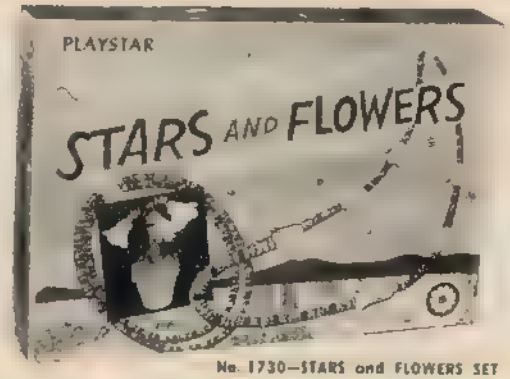
Colorful beads and exotic shells that give a world of novel jewelry-making and costume ideas. Full colored boxes, packed to the covers with materials that make the fingers itch to go to work with them! See them at the FAIR!



No. 1500—JEWELART SET

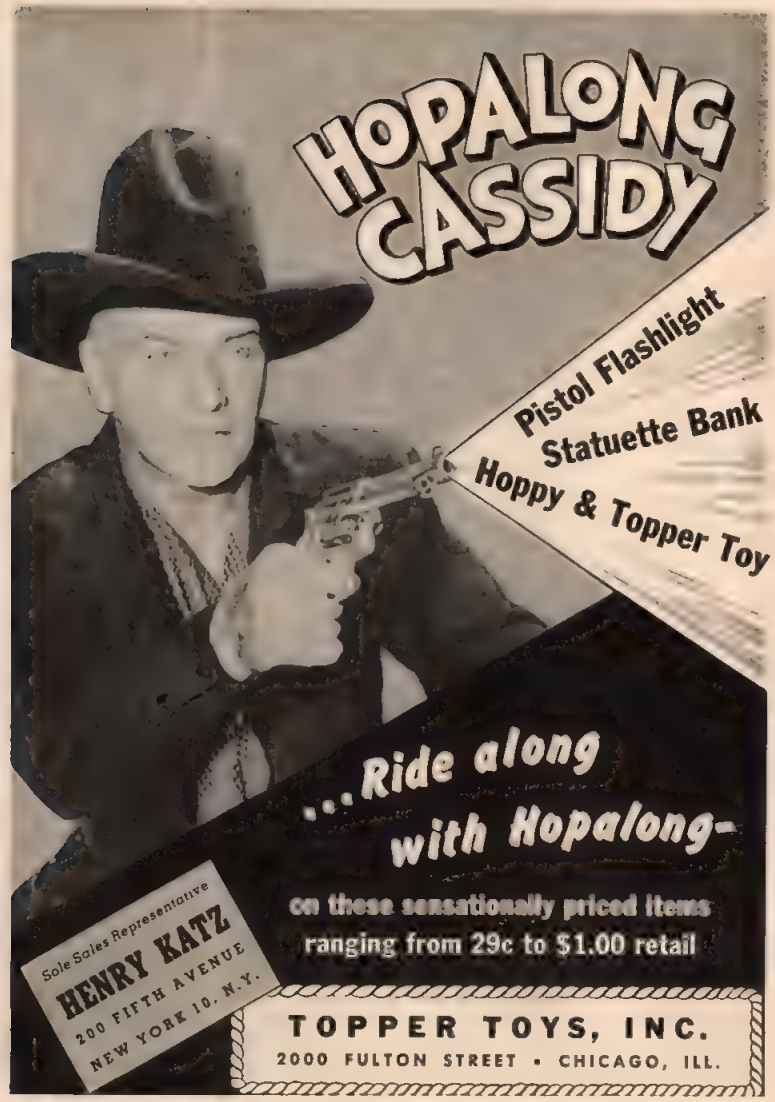


No. 1730—STARS and FLOWERS SET

No. 1620—SHELL ART SET

UNION NOVELTY CO., INC.

[redacted]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Pistol Flashlight
Statuette Bank
Hoppy & Topper Toy
...Ride along with Hopalong-
on these sensationally priced items
ranging from 29c to $1.00 retail
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TOPPER TOYS, INC.
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WELCOME PARDNERS. . .

COME TO
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HAS HITCHED UP TO
THE AUTOMATIC FAMILY
——TWO GREAT NAMES
JOIN TOGETHER TO
CREATE TERRIFIC SALES
AND PROFITS FOR YOU

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.... HOP-A-LONG CASSIDY !
AUTO-MAGIC THEATRE
Auto-Magic
SHOWS ACTUAL MOVIES
EASY TO LOAD, EASY TO USE
ENJOYED BY BOTH BOYS AND GIRLS
NEW FILMS ALWAYS BEING ADDED
YOUR BOX IS YOUR THEATER
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horsman

We are understandably proud because, only a few years after HORSMAN introduced vinyl plastic parts for dolls, this material has been adopted almost universally by the doll industry.

This general acknowledgment of the superiority of vinyl parts is, for HORSMAN, sufficient reward for the time, effort and expense entailed in developing the material and the process for using it.

The same pioneering spirit and constructive imagination which resulted in this revolutionary development has been applied to the creation of HORSMAN Dolls for 1950.

We consider them the most outstanding dolls we have yet produced . . . and cordially invite your early inspection.

america's best-known and best-loved dolls

horsman dolls, inc.

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dolls

LOADS OF FUN FOR EVERYONE

THE GAME OF

"COOTIE"

EXCITING EDUCATIONAL YEAR AROUND FUN

For young and old, "Cootie" is perfect as a party ice-breaker, or for a whole evening of hilarious fun. Children love it both as a constructive toy or a competition game. Women go wild over it at parties and showers. Try your luck, build "Cootie" as fast as you can shake the dice. Each number gives you a certain part of the Cootie. . . . Beat your opponent. . . . It's loads of fun and anyone can play.

EACH GAME IN SIX COLORS

PLASTIC

$2.00 Retail

Packed
12 and 36 Boxes
to Carton
Wt 8 and 23 lbs.

Teaches Hand and Eye Coordination
Does Not Require Reading to Play

SEE YOU AT THE FAIR

Manufactured by

W. H. SCHAPER MANUFACTURING CO., INC.

3831 Hubbard Avenue • Robbinsdale, Minn.

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REE RON SALES • **ROOM 1125 HOTEL McALPIN**

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JUNIOR PHOTOGRAPHER

Complete home photography studio for boys and girls

Especially designed to simply and easily teach the procedure of picture making . . . bringing fun and enjoyment in the early pursuit of a fascinating hobby.

★ *An economical instructor for the adult beginner.*

M-1
JUNIOR
CAMERA
5.95
INC. TAX
Price Maintained

EACH MODEL CONTAINS:

CAMERA • 1 Roll 127 Film • 1 Tri-Chem Pack • 1 Printing Frame • 1 Roller • 1 Stirring Rod • 2 Printongs • 3 Shatterproof Plastic Trays • 1 Chrome Ferrotype Plate • 1 Package Photographic Paper • 1 Darkroom Bulb.

All utility pieces are sturdily constructed. Film, paper, developer, etc., can be replaced at any store selling photo supplies.

Simplified, easy-to-follow instructions are printed on inside of lid.

Handsome box . . . compact . . . colorful . . . makes a striking counter or window display.

M-2
EASTMAN BABY
BROWNIE SPECIAL
CAMERA
7.95
INC. TAX
Price Maintained

Size of Each Model:
14¼" x 10¾" x 2¼"
Shipped 1 Doz. per Carton, Wt. 34 lbs.
and ½ Doz. per Carton, Wt. 18 lbs.

YEAR-ROUND SALES!

HOWARD PRODUCTS CO.
PORTLAND 7, OREGON

Printed in U S A

SEE NEXT PAGE FOR NEAREST DISTRIBUTOR

Toy Buyers !

The fascinating hobby of home developing and printing of photographs is sweeping the country. See your nearest distributor for the sensational new

Junior Photographer Kits

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ESTABLISHED 1912

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Boat Manufacturer, Inc.

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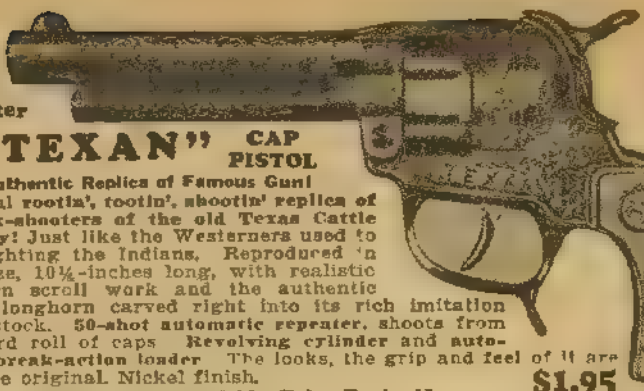
50 Shot Repeater



$1.95

Modeled After Western Gun Shoots Paper Caps

"TEXAN" CAP PISTOL

Authentic Replica of Famous Gun!

A real rootin', tootin', shootin' replica of the six-shooters of the old Texas Cattle Country! Just like the Westerners used to tote fighting the Indians. Reproduced in full size, 10¼-inches long, with realistic Western scroll work and the authentic Texas longhorn carved right into its rich imitation ivory stock. 50-shot automatic repeater, shoots from standard roll of caps. Revolving cylinder and automatic break-action loader. The looks, the grip and feel of it are like the original. Nickel finish. **$1.95**

No. 2841. TEXAN CAP PISTOL. Price Postpaid.....

No. 2835. TEXAN JR. 9-inches long. Gunmetal finish. Postpaid..... $1.29

Cap Pistol

Peacemaker Western

Scroll Design on Barrel, Ivory Colored Plastic Cowboy Design Grips

A lower priced model somewhat similar to the famous **TEXAN** cap pistol. Has the stamped scroll design on the barrel and around body of gun. Has the grips made to resemble handsomely carved ivory grips. Has cowboy design on grips. Well balanced, easily handled gun. Loads roll of 50 caps. Fires automatically as fast as you pull trigger. **$1.00**

No. 2834. Price Postpaid.....

50 Shot Repeater

Looks and shoots like real cap pistol. Pull the trigger. Each shot is a loud **BANG.** Modeled after latest automatic. Well made, sturdy. Rugged construction. Very attractive. Side cap plate slides open to permit quick reloading. Comes with pearl grips. Automatic firing device. Fires as fast as you pull trigger. **69c**

No. 6250. Repeating Cap Pistol. Postpaid.....

Roll Caps For Cap Guns

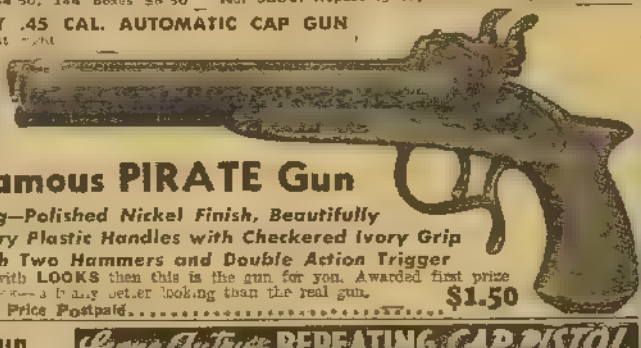
Loud shooting caps for any gun on this page. Each carton has 5 rolls of 50 caps, 250 caps in all. **$1.60**

No. 5251. Price for 12 Boxes. None Less So Cheap. 24 Boxes $2.35, 60 Boxes $4.50, 144 Boxes $6.50

FULL SIZE COLT ARMY .45 CAL. AUTOMATIC CAP GUN

Same as illustration above at right but full Colt size—7½-in. long. Exact duplicate. Gunmetal finish, ivory plastic handles. Has very effective flash like a powerhouse. Loads & shoots standard roll caps.

No. 2635. Postpaid **$1.25**



Hubley's Famous PIRATE Gun

Nearly 10 Inches Long—Polished Nickel Finish, Beautifully Machine Engraved Ivory Plastic Handles with Checkered Ivory Grip Double Barreled With Two Hammers and Double Action Trigger

If you want a gun with **LOOKS** then this is the gun for you. Awarded first prize for ... amazing authentic ... looking better looking than the real gun. **$1.50**

No. 2639. PIRATE GUN. Price Postpaid.....

Revolver Cap Gun

Boys, wouldn't you like this model of Gene Autry's own six shooter? Each gun has his script signature branded on the moulded plastic, imitation pearl grips. Big, long, ranger-style gun. You'll like the "feel" of it in your hands, you'll like the way it handles and shoots! They're made for kids who are real, rip-roarin' Americans. Loads roll of 50 caps. Fires automatically as fast as you can pull trigger. **$1.29**

No. 2835. Postpaid.

50 SHOT *Atomic Ray* WATER GUN

Squirt Water, Perfume, Ink, Blood (Red Ink), Etc., Etc.

—Precision Made of Aluminum Alloy and Brass
—No Bulbs or Rubber —Mammoth Water Capacity
—Rapid Loading
—Fires 50 Long Range Shots Without Reloading
—Easy Action for Fast, Zip-Zip-Zip Shooting
—Loads With ANY Free Flowing Liquid
—Beautifully Designed to Fit the 20th Century Atomic Age

Here at [illegible] is going to be a new sensation among water guns. You fellows asked for it, now Hurry [illegible] you got it. You wanted a gun that would shoot ZIP-ZIP-ZIP, one shot right after another as quickly as you could pull the trigger, and HERE IT IS. You wanted a gun you could load once and then keep firing without stopping and HERE IT IS. You wanted a gun that was EASY LOADING [illegible] could be reloaded in a jiffy [illegible] well boys HERE IT IS. And [illegible] you [illegible] with of a gun that was right [illegible] that LOADED and OPERATED like a 20th CENTURY ATOMIC AGE GUN. The Atom Ray gun is the finest [illegible] ever made of aluminum alloy and brass practically [illegible] shots [illegible] range shots. Use any free flowing liquid such as water, ink, perfume, etc. A good gun. About 10 inches long.

No. 6408. ATOM RAY WATER GUN Price Postpaid **$2.29**

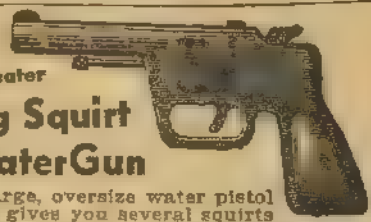
Shoot Water, Ink or Perfume

WATER SQUIRTER

Plastic Squirt Tube Has Large Water Capacity

Long range Water Squirter. Shoots a fine stream of water for ten or twenty feet [illegible] and accurately too! More [illegible] uses than a water pistol. Mammoth Capacity, enough for about 50 squirts. Load it with perfume and squirt a fragrant stream of liquid. Load with red ink and squirt "blood." Collapsible plastic tube will stay [illegible] a few seconds. About 4 inches long by ¾ in. diameter.

No. 2934. Water Squirter Price Postpaid **12c**



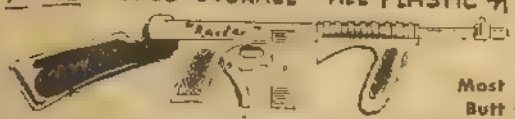
Repeater

Big Squirt WaterGun

Large, oversize water pistol that gives you several squirts with each loading. Large size gun—about 8 inches long and made in the popular oversize style. Shoots 30 to 40 feet with accuracy. Clean, well-balanced, man sized gun beautifully finished in black.

No. 2935. Price Postpaid. **75c**

17½ INCHES OVERALL — ALL PLASTIC



SHOOTS 750 TIMES! 30 FEET PER SHOT!

Machine Water Gun

Most Realistic Machine Gun Made— Butt Comes Off Like the Real Thing

Authentic in every detail. Rapid-fire trigger water action. It shoots over 750 times on one filling. The gun [illegible] realistic [illegible] sounds ever [illegible] plastic. You'll like to hold it, you'll like [illegible] it. Remember every shot [illegible] goes about 30 feet, and that's plenty long [illegible] compare it with any other [illegible]

No 6407 WATER MACHINE GUN Price Postpaid **$2.29**

200 SHOT AUTOMATIC WATER GUN

Rapid Firing, Repeating Water Pistol

SHOOTS 200 SHOTS WITH ONE FILLING—EACH SHOT 30 FEET!! Yes, here is the water pistol that packs dynamite in every shot. Terrific in appearance, it is an exact copy of the famous .45 Automatic, only half size. Wonderful, full grip that [illegible] pistol. Made by world's largest maker of water pistols. Beautifully moulded plastic body, about 6½ inches long.

No. 2919. Automatic Water Pistol. Postpaid **89c**

"Stink" Perfume Water Gun Ammunition

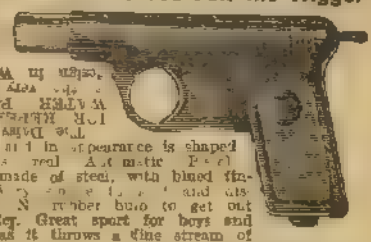
"Stink" carry [illegible] ammunition for water pistols [illegible] etc.

No. 2918 Per Bottle, Postpaid. **15c**

Repeating Water Pistol

Shoots as Fast as You Pull the Trigger

29c Postpaid



[illegible] Water Pistol. Gun is in appearance is shaped like a real Automatic Pistol. It is made of steel, with blued finish. [illegible] and discharge. No rubber bulb to get out of order. Great sport for boys and girls, as it throws a fine stream of water and when diluted ammonia is used, it makes a very effective weapon against vicious men and animals. It measures 5 inches in length. The Daisy [illegible] has been built [illegible] all the other Daisy products will be found in this water pistol. The name Daisy has become synonymous with first class quality for many years.

No 2917 Daisy Junior Repeating Water Pistol Price Postpaid **29c**

SOME CHOICE NUMBERS

(BY HUBLEY)

WITH REAL

S.A.

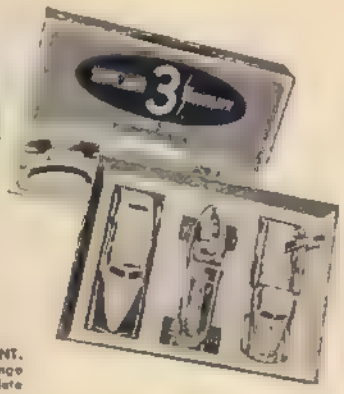
(SALES APPEAL)

These Hubley numbers are *built* right . . . stacked with sales features designed to make your cash register jingle with joy.

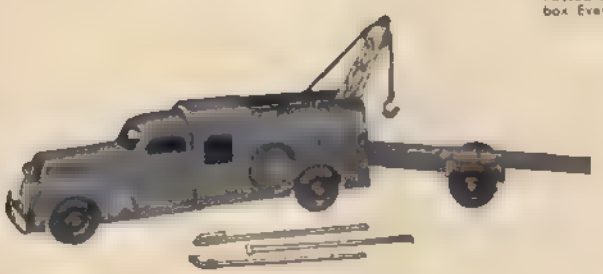
Hubley toys make friends for you fast, for these are the toys that young America demands . . . authentically designed . . . realistically painted in bright colors and accurately reproduced in metal and plastics.

The Hubley line is tops in this year's popularity poll. Make a date *now* for early fall delivery.

No. 276 COWBOY (gold-plated). A full 12 inches long. Has 24 carat deluxe gold-plated finish. Revolving cylinder with automatic opening device. Black plastic handles. Packed in beautiful red and gold display box. Every kid's dream.

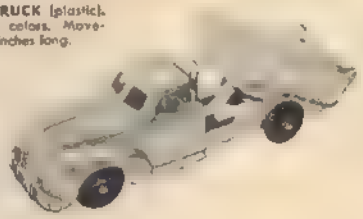


No. 25 BIG 3 ASSORTMENT. Includes bright red tow truck, orange taxi cab and nickel racer complete with driver.



No. 478 BELL TELEPHONE TRUCK (metal). Olive green trimmed with aluminum. Comes equipped with red trailer and telegraph pole, moveable nickel winch and boom, three digging tools. Length of truck, 10½ inches.

No. 321 WRECKER (plastic). Comes in assorted two-tone colors. Seven inches long with adjustable towing device.



No. 330 DUMP TRUCK (plastic). Assorted two-tone colors. Moveable dump. Seven inches long.

No. 480 ROAD ROLLER (metal). Length, 10½ inches. Orange with aluminum trimming. Nickle wheels. Front wheels operated by steering lever.

No. 309 TRACTOR (plastic). A real-looking farm tractor. Comes in assorted colors with treaded tires and driver.

THE *Hubley*

MANUFACTURING COMPANY, LANCASTER, PA.

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Export Sales Agent:

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Humpty-Dumpty Talking Toy

Another Alladin "Original."
The first REAL Talking Toy. A cute voice recites the full rhyme of Humpty-Dumpty twice at each playing. He's loud and clear. He's fool-proof.
He's the first of a long happy line of Talking Toys . . . and a "sell-out" item.
Your profit margin is assured.

PATENT PENDING

98¢

RETAIL PRICE

Mere Magic By Alladin

PLAY IT FAST!
PLAY IT SLOW!
IT'S FUN!

Ingenious engineering has perfected an ultra-simple mechanism assuring positive action and easy play.

5¾ inches tall · 5 inches wide
Yellow Top · Red Bottom · Each Humpty-Dumpty packed in gay gift box · One doz. per case · Shipping weight five pounds.

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SOME CHOICE NUMBERS

(BY HUBLEY)

WITH REAL

S.A.

(SALES APPEAL)

These Hubley numbers are *built* right . . . stacked with sales features designed to make your cash register jingle with joy.

Hubley toys make friends for you fast, for these are the toys that young America demands . . . authentically designed . . . realistically painted in bright colors and accurately reproduced in metal and plastics.

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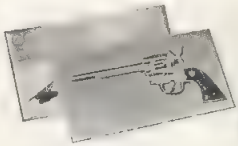

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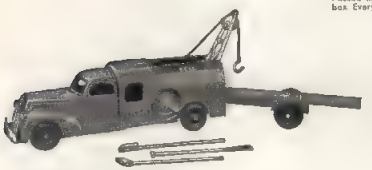

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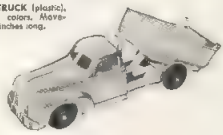

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155 Alta Vista St.	99 Chauncy St.	2840 W 93 St.
Los Angeles, Cal.	Boston, Mass.	Seattle 7, Wash.

Export Sales Agent:

GUITERMAN CO., INC., 35 S. William St., New York City

Size 50" x 70" MacDuff quality Robe in Zipper Case — size 17"x12½"x3½"
No. 43D94. Each **8.75**

Size 56" x 76" Edinboro quality Robe in Zipper Case — size 19"x14"x3½"
No. 43D199. Each **9.75**

TROY ZIP-A-ROBE.* Makes your Troy Robe so easy to carry, wherever you go. Robe folds into this washable, water-repellent zipper case with handles and adjustable, removable shoulder strap. Leather panel for initials. ZIP-A-ROBE* keeps robe clean —makes a comfortable cushion, too!

ALL-PURPOSE, ALL-WOOL

SPORT & MOTOR ROBES

So handsome . . . so handy, to take along in the car or over your arm for dozens of occasions around the clock and around the calendar. Wonderful to give, wonderful to get!

Prices are subject to change without notice

THE MAC DUFF

BOLD COLORFUL TROY ROBE. Size 50" x70" MacDuff quality. Warming and gay as a Highland fling! Soft 100% pure Virgin wool. Plaids are predominantly blue; brown and green; grey and yellow; green and grey; red—*MacLean of Lochbuie Clan*

No. 43D90. Each..... **5.95**

THE EDINBORO

SCOTTISH CLAN PLAIDS! Size 56"x76" Edinboro Robe. They're as truly Scottish as heather on the Hills! 100% pure Virgin wool . . . Toasty-warm, fleecy. Luxurious large size. Green and blue is *Murray Dress Clan;* red is *Royal Stewart Clan*, green, yellow, red is *Buchanan Clan;* blue is *Anderson Clan.* white is *Dress Stewart Clan.*

No. 43D201. Each.....**7.50**

THE CELTIC

IT'S A GAY, STURDY, THRIFTY ROBE! Size 50"x60" The Celtic Robe. 68% wool, 32% reprocessed wool . . . skillfully woven into a useful, beautiful robe that gives warm, faithful service wherever you take it. Choose red, blue or green as the predominating color in this cheery plaid.

No. 43D101. Each..... **3.85**

HUDSON'S BAY BLANKETS

Hudson's Bay 'Point' Blankets are 100% Virgin Wool and are pre-shrunk to the required size. Distinguished by rich and beautiful colors, edges which need no binding . . . and deep warm nap. 4 point, size 72x90 inches, weight 6 lbs. each

No.	Color	Each
43D585	White w/multi stripes	17.85
43D595	Scarlet w/black bar	17.85

THE CELTIC ROBE in CARRYING CASE. It's a handy, water-repellent maroon case with a zipper closure. Robe stays clean in the case when not in use and the combination is a compact, comfortable cushion. Size 50"x60" Robe in Zipper Case—size 15"x12 x2"

No. 43D96. Each **5.25**

HUFFY-CONVERTIBLE*

1ST and NO. 1

SALES STIMULATOR OF WHEEL GOODS!

Huffy is more than just first . . . we're so far out in front there isn't even a race. This isn't big talk, but a fact based on big sales. This quadricycle that converts to a conventional full-strength bike isn't only a new item—it's a brand-new idea that makes everyone say: "Why didn't someone think of that before?" Nationally advertised; complete promotion kit. Order your HUFFY-CONVERTIBLES* today.

Look to Huffman for Leadership

See HUFFY-CONVERTIBLE*, the leader in the wheel goods field, during the Toy Fair at our New York showroom. Room 354 Toy Bldg., 200 Fifth Ave., N. Y. C.

by THE Huffman MANUFACTURING COMPANY DAYTON 1, OHIO

*Reg. U.S. Pat. Off.

FIRST ARRIVALS due in time to tie in with Circus . . .

They'll bring a brand new thrill to today's youngsters—these irresistible Schoenhut's Humpty Dumpty Circus Toys. But their ability to roll up sales is not new—that has been proved from 1903 to 1933. They'll be built as strong as they used to be—look as attractive as they did—be marketed as before (some in sets, some individually)—and they'll SELL as fast as they used to sell—and that means rapid turnover for you!

The vanguard (see illustrations) will be at the Fair, March 6. Both sets and individual pieces will be brilliantly packaged in boxes that are props themselves. Order now—shipment to start in May—in time to tie in with the circus. New figures and props to follow rapidly.

A Dozen Reasons Why They Used to Sell And Why They'll Sell Again!

1. **They've Enormous Fun Value**—Their object:—to provide hour after hour of sheer, concentrated entertainment.

2. **They've Make-Your-Own-Circus Appeal**—Human figures and animals jointed to do 10,001 tricks—props and costumes colorful, gay, circus-like.

3. **Double Seasonal Appeal**—Like all toys, they'll move during Christmas Season. But they're also naturals in the Spring—when the circus comes to town, and all year through.

4. **Appeal To Both Sexes**—Boys can't get enough of them; girls fall in love with them—this has been proved in the past.

5. **Wide Age Group Appeal**—From 4 to 14. Tots love their affectionate humor—bigger children love the challenge they offer to ingenuity.

6. **Initial Sales Are "Only The Beginning"**—Customers won't be satisfied with one or two figures—they'll want to "add to" until they have a whole circus.

TOY FAIR DISPLAY
Moseley & Abrahams — Fifth Ave. Bldg.

7. **They're Durable**—Made of solid, washable *wood*. They'll withstand heat, cold, rain, snow or sun—they'll withstand rough handling—and even the costumes can be removed and washed.

8. **They're Educational**—Arouse creative instincts, showmanship, organizing talents, dexterity at balancing and arranging.

9. **They're Charming**—Hand finished, carved wood, originality attracts grown-ups seeking an unusual gift for children.

10. **They're Funny**—Caricatured just enough to be amusing a happy change from the extremely realistic toys so prevalent today.

11. **They're Safe**—Paints and finishes are durable—chipping danger minimized.

12. **Appeal To Circus Lovers**—Animal lovers, too. And that means nearly every child and nearly every child's parents.

Now Manufactured by

HUMPTY-DUMPTY TOYS
Seneca Falls, N. Y.

"OLDEST BY TOTS ON EARTH"

This IS Good News for Toy Dealers . . .

Schoenhut's

HUMPTY-DUMPTY CIRCUS TOYS *are back!*

*Reg U S Pat Off.

FIRST ARRIVALS due in time to tie in with Circus . . .

They'll bring a brand new thrill to today's youngsters—these irresistible Schoenhut's Humpty Dumpty Circus Toys. But their ability to roll up sales is not new—that has been proved from 1903 to 1933. They'll be built as strong as they used to be—look as attractive as they did—be marketed as before (some in sets, some individually)—and they'll SELL as fast as they used to sell—and that means rapid turnover for you!

The vanguard (see illustrations) will be at the Fair, March 6. Both sets and individual pieces will be brilliantly packaged in boxes that are props themselves. Order now—shipment to start in May—in time to tie in with the circus. New figures and props to follow rapidly.

A Dozen Reasons Why They Used to Sell And Why They'll Sell Again!

1. **They've Enormous Fun Value**—Their object.—to provide hour after hour of sheer, concentrated entertainment.

2. **They've Make-Your-Own-Circus Appeal**—Human figures and animals jointed to do 10,001 tricks—props and costumes colorful, gay, circus-like.

3. **Double Seasonal Appeal**—Like all toys, they'll move during Christmas Season But they're also naturals in the Spring—when the circus comes to town, and all year through.

4. **Appeal To Both Sexes**—Boys can't get enough of them; girls fall in love with them—this has been proved in the past.

5. **Wide Age Group Appeal**—From 4 to 14. Tots love their affectionate humor—bigger children love the challenge they offer to ingenuity.

6. **Initial Sales Are "Only The Beginning"**—Customers won't be satisfied with one or two figures—they'll want to "add to" until they have a whole circus.

TOY FAIR DISPLAY
Moseley & Abrahams — Fifth Ave. Bldg.

7. **They're Durable**—Made of solid, washable *wood*. They'll withstand heat, cold, rain, snow or sun—they'll withstand rough handling—and even the costumes can be removed and washed.

8. **They're Educational**—Arouse creative instincts, showmanship, organizing talents, dexterity at balancing and arranging.

9. **They're Charming**—Hand finished, carved wood, originality attracts grown-ups seeking an unusual gift for children.

10. **They're Funny**—Caricatured just enough to be amusing—a happy change from the extremely realistic toys so prevalent today

11. **They're Safe**—Paints and finishes are durable—chipping danger minimized.

12. **Appeal To Circus Lovers**—Animal lovers, too. And that means nearly every child and nearly every child's parents.

Now Manufactured by

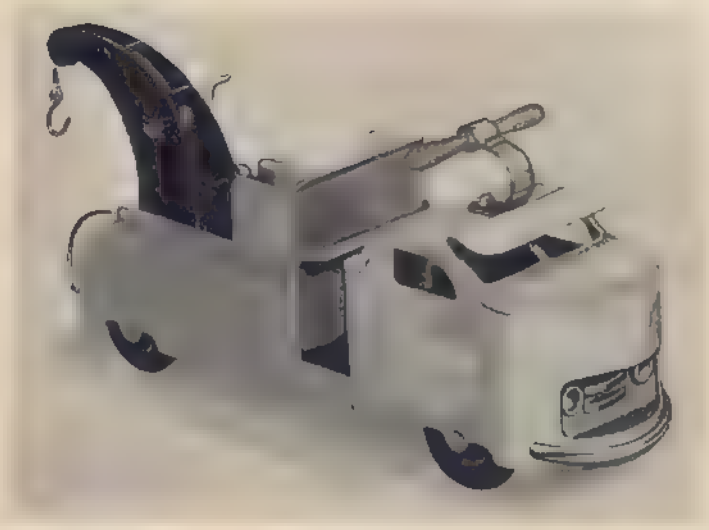
HUMPTY-DUMPTY TOYS
Seneca Falls, N. Y.

"GREATEST TOYS ON EARTH"

Just in time . . . for the Big

CHICAGO MIDSUMMER MARKET

JUNE 19th to 29th



See the

HYDRA LINE

RIDE-A-TRUCK

at

CHARLES H. CARROLL
1421 MERCHANDISE MART
CHICAGO 54, ILLINOIS

NO. 201—HYDRA HEAVY DUTY WRECKER TRUCK

Powerful, hand-operated crane, lifts weights up to 20 lbs. New ratchet makes realistic noise when crank is operated. Crane operates on 360 degree swivel, permitting lifting from any angle. Has step and hand rails in rear just like real wrecker truck. Convertible seat. Overal. length 28. Weight 17 lbs.

- REAL HYDRAULIC ACTION
- SPECIAL BRONZE BEARING WHEELS
- HANDLE BAR ATTACHMENT
- CONVERTIBLE SEAT

Engineered for Riding . . .
Built to Take it!

NO. 301—HYDRA AUTOMATIC HYDRAULIC DUMP TRUCK

Dump body raises hydraulically and automatically lowers tail-gate. Heavy Duty 18 gauge steel construction. Convertible seat. Overall length 24". Height to cab roof 9". Weight 15 lbs.

HYDRA STEEL PRODUCTS INC.

REPUBLIC BUILDING
CLEVELAND, OHIO

BLUE is the word for WILLOW!

Fabulous

IS THE WORD FOR IDEAL'S PHENOMENALLY SUCCESSFUL

BLUE WILLOW DISHES

Last year

A BEAUTIFUL LOVE STORY IN A CENTURIES-OLD LEGEND SENT SALES SOARING TO THE TUNE OF OVER ONE MILLION SETS AND THEY'RE SELLING BIGGER THAN EVER RIGHT NOW!

Ideal

to retail

SERVICE FOR 2—1.00
SERVICE FOR 4—2.00
SERVICE FOR 6—3.00

A whole of a cooperative promotion is shaping up that will make Blue Willow a household word across the nation. Nine of the world's largest manufacturers of fabrics, dresses, wallpaper, tablecloths, napkins, pajamas, housecoats, etc., etc., are all producing their products in Blue Willow.

Be Smart . . . ride along with people "in the know." Get your share of this banner Blue Willow year.

Rush Your Order Today!

IDEAL NOVELTY & TOY CO.
200 Fifth Avenue, New York 10, N. Y.

CHICAGO	LOS ANGELES	DALLAS
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IDEAL NOVELTY & TOY CO.
200 Fifth Avenue, New York 10, N. Y.

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to retail

_____doz. No. TBW120 Blue Willow Dish Sets....1.00
_____doz. No. TBW200 Blue Willow Dish Sets....2.00
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Store Name.....
Address.....
Buyer's Signature..... Dept.....

Time Magazine Verifies The Amazing Wonders of Hypnotism

Time Magazine reports Howard K[illegible] ... Columbia Broadcasting System ... [illegible] ... 20 ... [illegible] ... until ... [illegible] ... were ... [illegible] ... Series ... [illegible] ... All of this was done beyond the control of the announcers and while they were [illegible] or rant.

HYPNOTISM

MAGNETIC HEALING & PERSONAL MAGNETISM.

Just what are these STRANGE SECRETS? What is this strange, mysterious power that we call Hypnotism?

READ THESE CURIOUS BOOKS

It is said that practically everyone has concealed in their make-up the germ of this strange MYSTIC PHENOMENON.

Here are three [illegible] ... Hypnotism and kindred subjects such as Magnetic Healing, Mesmerism, Personal Magnetism, etc.

No. 1166 is a 64 page book written by Professor Alfred ... [illegible] ... the origin of Hypnotism and after dealing with some of the uses of Hypnotism including **Animal Magnetism** and the **Neurosis Theory**, it explains several methods of hypnotizing, including **Dr. Cocke's method, Dr. Flint's method, French and Hindoo methods, etc.** Also deals with **Self-Hypnotization**, etc. Other subjects dealt with in the book are **Criminal Suggestion, Hypnotism In Medicine, Hallucination, Bad Habits, Telepathy and Clairvoyance, etc.**

No. 1170 gives **25 Lessons in Hypnotism**—a [illegible] page book which is said to be one of the most complete, easily learned and comprehensive courses on Hypnotism in the world. Embraces the **Science of Magnetic Healing, Telepathy, Mind Reading, Clairvoyance, Hypnosis, Mesmerism, Animal Magnetism, Thought Transference, Personal Magnetism and Kindred Sciences.**

Hypnotism is A Recognized Science as Practical as Chemistry or Psychology

No. 1904 is also a 32 page book entitled **"PRACTICAL HYPNOTISM"** containing [illegible] chapters. Although not a large book this book actually contains as much information if not more, on the subject of Hypnotism than many books selling for many times the price.

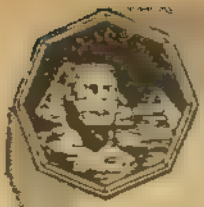
No. 1166. Complete Hypnotism. Price Postpaid	**35c**
No. 1904. Book on Practical Hypnotism. Price Postpaid	**15c**
No. 1170. Lessons in Hypnotism. Price Postpaid	**15c**
All Three Above Books for Only	**50c**

SCIENCE OF HYPNOTISM

Learn hypnotism from this remarkable book. For practical purposes, for amusement. Shows you how hypnotism is done and how to [illegible] hypnotic [illegible] and [illegible] Tells you how to make up hypnotic [illegible] for practical work. Explains how to [illegible] hypnotic [illegible] No one who has read this volume, no matter how casually, can fail to be influenced by it. With almost no effort on your part you will find yourself [illegible] Explains [illegible] Contains [illegible] Bound in [illegible] 257 pages. 17 [illegible]

No. 1184 Practical Hypnotism. Price Postpaid **$1.98**

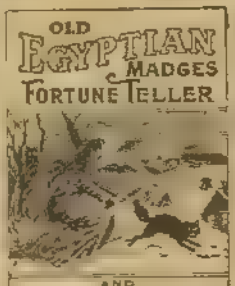
Johnson Smith & Co., ★ Detroit, Mich. ★ 281



Fascinating Dream &

Is Your Fate Predetermined?

Old Gypsy Madge's
DREAM DICTIONARY AND FORTUNE TELLER



A book full of strange things on dreams, fortune telling, etc. In this book of a curious [illegible] interpretations of dreams [illegible] in the occult category [illegible] 7 and 13 [illegible] by which they are supposed to apply. The great Combination Table for playing horses, saddles and gigs, when to play gigs, etc., also given. Tells how to tell fortunes by cards, dice, dominoes, by grounds of coffee or tea cup. All about **NAEVIOLOGY** or the science of telling fortunes by moles on the [illegible] **CHIROMANCY** (telling fortunes by [illegible]) Celestial Palmistry, Astrological Miscellany; So-called Lucky and Unlucky Days; Oracle of Destiny; Trial of Destiny; Fortune-Telling Tablets said to have been used by the Egyptian Magi or astrologers; Charms, Spells and Incantations; The Witch's Chain; Talismans and Amulets. Telling a Person's Character by Cabalistic Calculations, etc. Old mysteries and superstitions dealt with. You may not believe all the book says, but whether you believe in dreams and fortune telling or not, you ought to get your money's [illegible] Over 100 Pages.

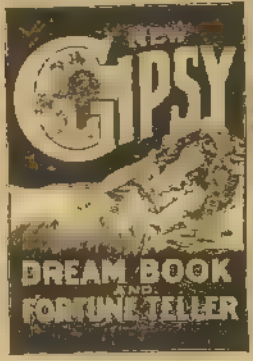
No. 1007 Egyptian Madge's Dream Book & Fortune Teller **25c**

Black Herman

One of the World's Greatest Magicians—This Book Contains Many of the Facts, Recipes, Formulas, Etc., He Claims to Have Brought from India

Contains Secrets of Magic, Mysteries and Legerdemain. You will be fascinated by the legendary character of Black Herman who was well known throughout this country for his teachings and evangelical gatherings. Thousands flocked to see and hear him. In this book are set down many of the better known facts, recipes, formulas, etc., which he claimed to have brought from India. Even those who do not ordinarily read books which purport to reveal mysteries and secrets will enjoy and profit from this book. Paper covered book.

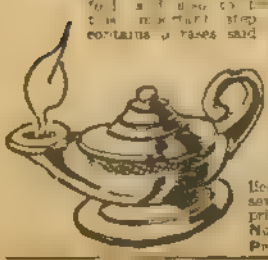
No. 1006. BLACK HERMAN Price Postpaid. **$1.00**



Dream Book & Fortune Teller

Learn to Interpret and Read Fortunes

A [illegible] book on fortune telling and the interpretation of dreams [illegible] and many [illegible] for telling fortunes by cards, dominoes, by grounds of a coffee or tea cup, observations of a person's fingernails, etc., by the aid of [illegible] Many [illegible] hands. Observations concerning birds and beasts. Oracles of dreams, lucky months and years [illegible] considered lucky. Finger-nail observations. Various charms. How to read palms. Divination [illegible] Palmistry. [illegible] contains complete dictionary of dreams, visions, etc. [illegible] with the numbers [illegible] lottery to which they are supposed to apply. The portion entitled "How to Obtain Happiness and Affluence in the Married State" should prove interesting to those contemplating the matrimonial [illegible] The book also contains recipes said to have been used in medieval days to baffle enemies. Printed two columns to a page, this book actually contains more information than some publications selling for several times the price. 32 pages.



No. 1768. Price Postpaid **15c**

Day by Day Guide

Tells You What to Do, Day by Day, According to Your Birthdate

The **EVER READY FORECASTER** includes a 12 months calendar which [illegible] day by day your favorable and unfavorable days according to your birthday. Every day each of us is confronted by decisions, new enterprises, etc. According to astrologers certain days are more favorable than others for these new adventures. By following this [illegible] you can select your favorable days for ventures and be careful on your unfavorable days. Also in mind in the book are weather forecasting chart, fishing, stock market and business indicators, betting charts to help you win, etc. This calendar has been carefully laid out and many people have been said to have found it an excellent guide to success in ventures in many varied fields. Take your [illegible] when the fish are biting. Plan new ventures when [illegible]

No. 1791 Ever Ready Forecaster, Postpaid **15c**

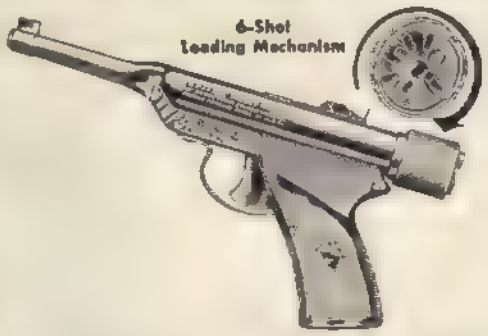
HY-SCORE, CROSMAN—AIR PISTOLS, AND DAISY AIR RIFLES

Hy-Score Standard Single Shot Model 800B. Powerful air pistol, designed for accuracy, speed and flexibility. Piston-action compression eliminates pumping. Hair trigger. Tenite grip with non-skid thumb rest. Overall length 10¼". Shoots .177 cal. pellets. Retail 19.85

No. 21R201. Each 12.97

Hy-Score Pellets No. 213M. .177 cal. pellets packed in tins of 200. Made of pure virgin lead fitted for rifles and pistols. Feather-edge fit provides tight sealing in barrel. Retail .35

No. 21R203. Per dozen tins 5 88



Hy-Score 6-Shot Repeater No. 802B. Loads six pellets at a time from magazine. Each shot is fed from the magazine to the barrel for pin point accuracy. No variations in power means no variations in velocity and trajectory. Shoots .177 cal. pellets. Retail 24.95

No. 21R202. Each 16 30

Crosman Pump Pistol No. 105. Rustless, super-bronze rifled barrel, push type safety, open sights, tenite grip, hair trigger pull. Operates on compressed air principle (air, not gas). Shoots .177 cal. pellets. Retail

No. 21R204. Each 10 25

Crosman Town and Country Jr. Pump Rifle No. 109. Rustless, super-bronze rifled barrel, open sights, blade type front adjustable rear sight, overall length 37", weight 5 lbs., single shot, bolt action type. Shoots .177 cal. pellets. Retail 14.95

No. 21R207. Each 10 25

Crosman Town and Country Jr. Pump Rifle No. 110. Same as above in .22 cal. Retail 14.95.

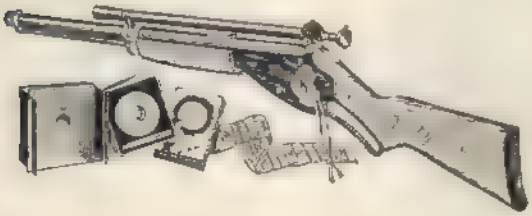
No. 21R206. Each 10 25

Crosman CO_2 Pistol No. 111. Eliminates pumping by use of CO_2 gas cylinders. Rifled ball cylinder (furnished with pistol) gives 50 to 2,000 shot capacity. Shoots .177 cal. pellet. Retail 19.9

No. 21R205. Each 13 70

Cylinder Refills for above. Retail 75

No. 21R208. Each 5 88



DAISY AIR RIFLES

Daisy B-B Gun Target Outfit No. 311. Includes Red Ryder Carbine with 2 power telescope sight with cam-type elevation adjustment mounted on gun. Daisy bell-ringing target, 280 rounds of B B shooting material. Each in display carton. Packed 10 to case. Shipping weight 62 lbs. Retail 17.50

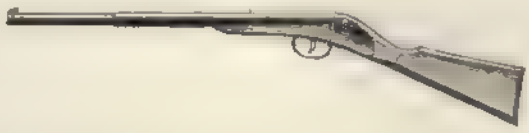
No. 21R17. Each 4.90

Daisy Targette No. 320. New table target pistol set with chrome plated Targeteer. Includes colorful, sturdy plastic shooting gallery with seven white spinning targets, and two tubes of shot. Low velocity [illegible] designed for safe, accurate shooting at short [illegible]. Packed 10 to case. Shipping weight [illegible]

No. 21R18. Each 3 23

Targeteer Cal. 118 Shot for above. Packed 50 tubes to case. Shipping weight 81 lbs. Retail .15.

No. 21R7. Per case 4.90



Daisy Single Shot B-B Gun No. 100. Made of blued steel with well finished wood stock. Break-action, muzzle loader. Made for younger boys. Loaded in easy operation. Packed 10 to case. Shipping weight 24 lbs. Retail 1.98.

No. 21R8. Each 1.31

Daisy Pump-Action Repeater No. 25. A hard-hitting straight-shooting take-down model with blued finish, adjustable sights, 1" steel-reinforced jacket, forced-feed 50 shot repeater, walnut finished stock. Each in display carton. Packed 10 to case. Shipping weight 41 lbs. Retail [illegible]

No. 21R15. Each 4.54

Daisy Red Ryder Carbine No. 111. Looks and handles like a real Western saddle gun. Complete with carbine rifle sling and thong. Walnut finish pistol grip carbine stock. Equipped with "Lever Action Loader." Packed with shot targets and holder. Each in display carton. Packed 10 to case. Shipping weight 37 lbs. Retail 4.95.

No. 21R22. Each 3 23

Daisy Bulls Eye Shot No. 500 B-B Pak. New cellophane Penny Units in continuous strip dispensing carton. 500 packs to case. Shipping weight 12 lbs.

No. 21R10. Per case 3.20

SAVAGE

MODEL 3

Model 3—.22 caliber—Bolt Action Single Shot Rifle—TAKEDOWN—24 inch round, tapered barrel with crowned muzzle. Plated bolt and trigger. Convenient independent safety. One piece selected Walnut stock with oil finish. Gold bead front sight and adjustable flat top rear sight.

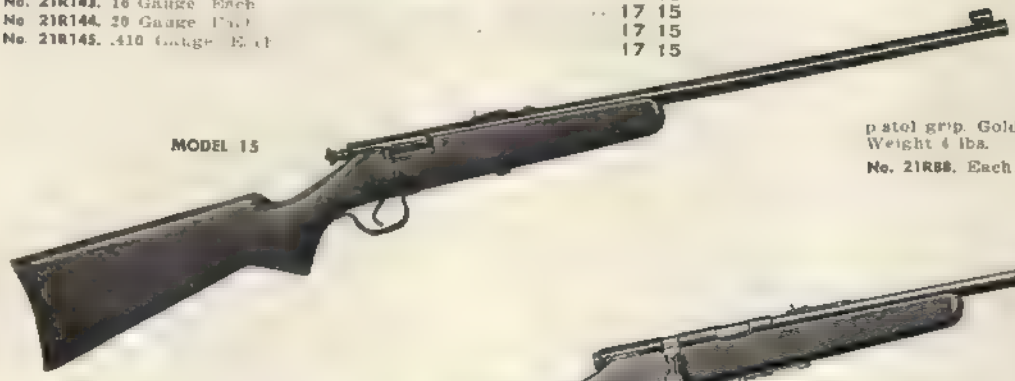
No. 21R124. Each..... 10.98

MODEL 107

Model 107 Hammer Style Single Barrel Shotgun [illegible] barrel. Low [illegible] Full choke. Crowned muzzle. Safety [illegible] Walnut stock and fore-end, full pistol grip. Composition butt plate. [illegible]

No. 21R142. 12 Gauge. Each..... 17.15
No. 21R143. 16 Gauge. Each..... 17.15
No. 21R144. 20 Gauge. Each..... 17.15
No. 21R145. .410 Gauge. Each..... 17.15

STEVENS



MODEL 15

Model 15—.22 caliber Bolt Action Single Shot Rifle—TAKEDOWN—22-inch round, tapered barrel. Barrel and receiver one piece. Rebounding safety lock prevents accidental discharge. Positive ejector and double strength extractor. Walnut finish stock, full pistol grip. Gold bead front and sporting rear sight. Weight 4 lbs.

No. 21R88. Each..... 9.60

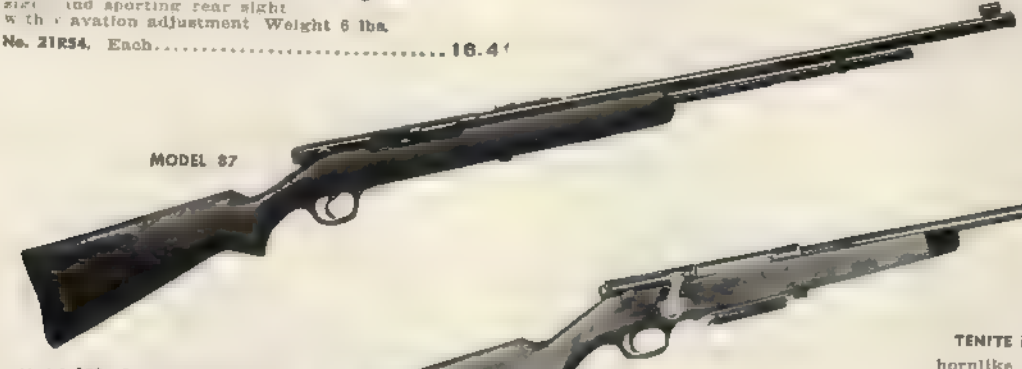
MODEL 84

Model 84—.22 caliber—Bolt Action Repeating Rifle—Clip Magazine—TAKEDOWN—24 inch round tapered barrel with crowned muzzle. Self cocking. Independent safety. Patented [illegible] trigger guard shoe, [illegible] magazine. Walnut stock with full pistol grip. Gold bead front sight and sporting rear sight with elevation adjustment. Weight 6 lbs.

No. 21R54. Each..... 16.41

Model 84-S .22 Caliber Bolt Action Repeating Rifle. Same as Model 84 except fitted with Savage Micro Peep Sight and Hooded Front Sight.

No. 21R540 [illegible] 18.82



MODEL 87

Model 87—.22 caliber Automatic Repeating Rifle—Tubular Magazine—TAKEDOWN .24 [illegible] barrel with [illegible] operates as automatic, bolt [illegible] single shot. Independent safety. Magazine capacity—15 .22 L. R.; 17 [illegible] .22 S. American Walnut finish stock with full pistol grip. Gold bead front sight and sporting rear sight. Weight 6 lbs.

No. 21R86. Each..... 23.47

MODEL 258

Model 258—Bolt Action Repeating Shotgun—TAKEDOWN—20 gauge, 24 inch round tapered barrel. Chambered for 2¾ inch shell. Full choke. Crowned muzzle. Self cocking. Independent safety. One piece Walnut finish stock with black tip forearm fitted with removable clip magazine. Chambered for 2¾ inch shell. 3 shot.

No. 21R122. Each..... 18.77

TENITE is an ideal material for gunstocks. It is of hornlike hardness, is chip-proof and crack proof, and has great resistance to breakage. It is absolutely weather-proof and withstands moisture, heat, and cold without swelling, shrinking or warping. Its rich, lustrous, permanent buried finish resists scratching, and can be kept like new. Unusually fine checkering on pistol grip and fore-end at no extra cost.

BLUE is the word for WILLOW!

Fabulous

IS THE WORD FOR IDEAL'S PHENOMENALLY SUCCESSFUL

BLUE WILLOW DISHES

Last year

A BEAUTIFUL LOVE STORY IN A CENTURIES-OLD LEGEND SENT SALES SOARING TO THE TUNE OF OVER ONE MILLION SETS AND *THEY'RE SELLING BIGGER THAN EVER RIGHT NOW!*

Ideal

to retail

SERVICE FOR 2 — 1.00
SERVICE FOR 4 — 2.00
SERVICE FOR 6 — 3.00

A whale of a cooperative promotion is shaping up that will make Blue Willow a household word across the nation. Nine of the world's largest manufacturers of fabrics, dresses, wallpaper, tablecloths, napkins, pajamas, housecoats, etc., etc., are all producing *their* products in Blue Willow.

Be Smart . . . ride along with people "in the know." Get your share of this banner Blue Willow year.

Rush Your Order Today!

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CHICAGO	LOS ANGELES	DALLAS
14-108 Merchandise Mart	914 So. Main St.	903 Commerce St.

IDEAL NOVELTY & TOY CO.
200 Fifth Avenue, New York 10, N. Y.

Date .....

Please rush the following via .....

to retail

_____doz. No. TBW120 Blue Willow Dish Sets. . . . 1.00
_____doz. No. TBW200 Blue Willow Dish Sets. . . 2.00
_____doz. No. TBW300 Blue Willow Dish Sets. . . . 3.00

Store Name .....

Address .....

Buyer's Signature ..... Dept. .....

Ideal adds a new twist to its *Smash Hit Easter Line!*

Twist Me

The bunny with the bends

He has a strong, built-in wire cable. Turn him —twist him into dozens of delightful poses. Whimsical, decorated vinyl face; two-tone plush; holds colorful carrot with squeaker.

He retails for $4.00

MOMMA AND POPPA BUNNIES

All dressed up in their Sunday finery for the Big Parade..... **$3.00 each**

There are many more smash hit items in Ideal's New Easter Catalog! Write for your copy!

IDEAL NOVELTY & TOY CO.
200 Fifth Ave., New York 10, N. Y.
Please ship us via

	To retail at
___doz. 6821 "Twist Me" bunnies	$4.00
___doz. 6719 Poppa bunnies	3.00
___doz. 6685 Momma bunnies	3.00

*Store Name*_____

*Address*_____

*Buyer's Signature*_____

☐ Rush your 1951 Easter Catalog

INGERSOLL MICKEY MOUSE WRIST WATCH. *(974).* Shiny chrome case. Washable Vinylite plastic strap.
Retail **6.95**

INGERSOLL DONALD DUCK WRIST WATCH. *(974).* Shiny chrome case. Washable Vinylite strap.
Retail **6.95**

Ingersoll

THE MOST FAMOUS NAME IN TIME

INGERSOLL ADVANCE WRIST WATCH. *(834).* Handsome chrome plated case. Distinctive satin silvered finish dial. Grey leather strap.
Retail **5.95**

INGERSOLL ADVANCE RADIOLITE WRIST WATCH. *(974)* Chrome plated case. Grey leather strap. Attractive black dial. Radiolite hands and numerals.
Retail **6.95**

INGERSOLL ADVANCE SWEEP SECOND WRIST WATCH. *(1114).* Sweep second hand.
Retail **7.95**

INGERSOLL ADVANCE SWEEP SECOND RADIOLITE WRIST WATCH. *(1254).* Chrome plated case. Attractive black dial. Radiolite hands and numerals. Sweep second hand. Grey leather strap.
Retail **8.95**

INGERSOLL AIDE WRIST WATCH. *(694).* Shiny chrome case. Clear dial. Grey leather strap.
Retail **4.95**

A-21 TIMEX. *(1326)* Ladies' sports watch, 10K rolled gold plate bezel, natural pigskin strap. Ret. **9.95**

BR-21 TIMEX. *(1594)* 10K rolled gold plate bezel, luminous dial, natural pigskin strap. Retail **11.95**

C-21 TIMEX. *(1326)* 10K rolled gold plate bezel, gold track with black numerals, cordovan color leather strap. Retail **9.95**

US TIME

KELTON MIDGET ALARM. *(1194)* 7 jewel Swiss Alarm Clock, luminous dial, lustrous baked enamel finish in Red, Blue, Green, Ivory. Compact travel size 2" x 2" x 1". Retail **8.95**

TIMEX *and* KELTON

watches and clocks

D-21 TIMEX. *(1326)* Modern design, 10K rolled gold plate bezel, gold etched numerals, cordovan color leather strap. Retail **9.95**

E-21 TIMEX. *(1326)* Handsome curved crystal, 10K rolled gold plate bezel, cordovan color leather strap. Retail **9.95**

F-21 TIMEX. *(1326)* Steel bezel, water resistant, shockproof, 12 numeral dial, grey leather strap. Retail **9.95**

1450-Q KELTON CUISINE ELECTRIC KITCHEN CLOCK. *(1496)* Gleaming Chromium case. Etched numerals on white enamel. Motor operates on 2-watt load for maximum economy. Retail **12.46**

Quality Table Lamps

Original Lamps by America's Leading China Decorators

1278ET-1425—Table Lamp

Elaborately hand painted rose design table lamp with gold tracing on handles and soft green banding top and bottom. Gold plated metal base. Hand sewn, ball-shape eggshell rayon shade with taffeta puff top edged in Hunter green, self bias bottom of Hunter green. An appealing lamp designed to compliment and harmonize with any setting. Lamp is 29" high, shade is 16" in diameter.

Suggested Retail $21.40

1162ET-1200—Pictorial Design Table Lamp

American China urn and insert pictorial design in maroon with gold colored trim throughout. A lamp that immediately establishes its possessor as a very smart interior decorator indeed! Plated cast metal filigree base. Gracefully curved handles. 13-inch hand-sewn rayon shade in the popular bell shape. Height 21". F.O.B. Chicago.

Sugg. Retail $18.00

1178ET-2560—Floral Design Table Lamp

Outstanding Dresden type lamp skillfully designed and masterfully decorated in a floral design by Zapun. Highlights and outlines are emphasized by touches of hand applied art work achieving the effect of the old art of china painting. A lamp that is certain to lend color and atmosphere to any home. Fine china body with hand made metal base. Exquisite eggshell satin shade in the graceful skirt shape with rose trim. Lamp is 30" high; shade is 16" in diameter.

Sugg. Retail $38.25

Exquisite, Artistically Designed Lamps by Zapun

1279ET-4875—Table Lamp

Exotic hand painted scenic table lamp with roses on Myrtle green background. Coin gold handles and bands. Two step hand made gold plated base. Semi-drum shade of fine rayon crepe with inverted points on top, and Hunter green velvet binding on top and bottom. A lovely lamp which is sure to please the most discriminating buyer. Lamp is 33" high; shade is 18" in diameter.

Suggested Retail $73.15

1183ET 2365—Swirl Lamp

Outstanding swirl lamp for the modern homemaker who knows the importance of the right decorating accessories. Skillfully designed by Zapun in floral pattern on shaded blue and pink. Royal satin finish china body. The beauty of the floral pattern is enhanced by touches of hand applied artwork. Coin gold printing, banding and handles. Hand made gold color metal base. White taffeta, hand tailored swirl shade with rose trimming. Lamp 30" high, shade 18" in diameter.

Mfr's. Sugg. Retail $35.50

1280ET-3865—Table Lamp

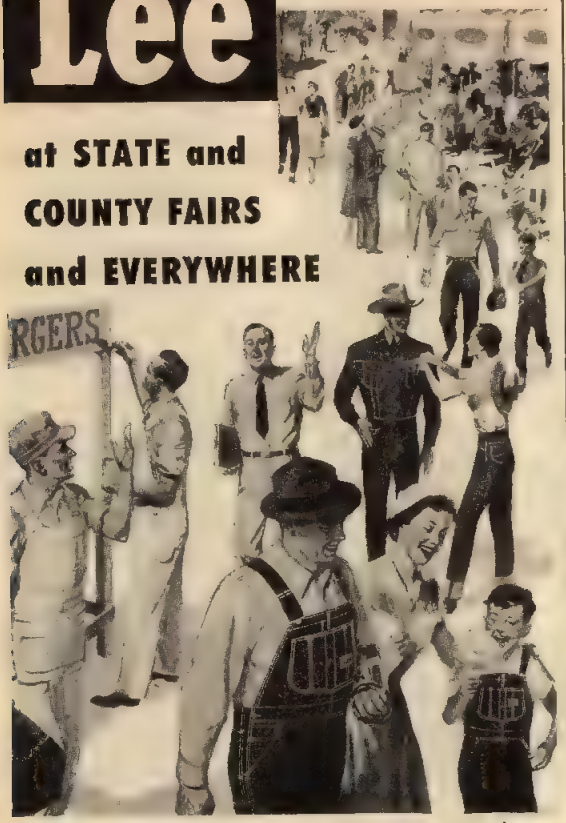
Hand painted, intricate scenic and floral design of maroon with gray shading, coin gold tracing and lines. A lamp that is certain to add and lend color to the atmosphere of any home. Hand made two step gold plated metal base. Scallop bell shade of beautiful eggshell crepe, with gray binding top and bottom. Lamp is 33" high; shade is 19" in diameter.

Suggested Retail $57.95

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail Prices. They are not the prices at which Bennett Brothers sell—see page 419 for Trade Information. **Items on this page are not subject to Federal Excise Tax on the Retail Sale.**

Lee

at STATE and
COUNTY FAIRS
and EVERYWHERE



More Men and Boys Wear Work Clothes Bearing a **Lee** Label Than Any Other Brand

For longer wear . . . greater comfort . . . better fit and appearance . . . buy **Lee** *Work Clothes at leading stores coast-to-coast.*

THE H. D. LEE COMPANY, Inc.
Kansas City, Mo. • San Francisco, Calif. • Trenton, N. J.
South Bend, Ind. • Minneapolis, Minn.

UNION MADE Lee Highest Quality WORK CLOTHES

COPYRIGHT 1946 THE H. D. LEE CO. INC.

WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES

★ ★ ★

LAST-MINUTE REPORT

eral scientists. If it works, we may be a long way along the road to saving the half-billion dollars a year that insects in stored grain cost us.

The bug killing product and method of use were developed by U. S. Industrial Chemicals, Inc.

You simply mix a bug-killing dust, called Pyrenone, into the wheat as it is being put into the bin. It takes only 1.6 ounces per bushel.

The dust comes in two types. One is for wheat, and the carrier for the insecticide is actual wheat dust. The other type is for corn, barley, rice, oats, and other grains, and the carrier is an organic chemical.

The stuff is non-poisonous. *You don't have to wear a mask or worry about inhaling it, as you do when you fumigate a bin.*

The Food and Drug Administration hasn't yet certified that flour from treated grain is harmless. That means that we can't use it yet. Also, grain inspectors probably will have to train their noses to recognize its odor, and not dock treated shipments.

Because Pyrenone is a *preventive* treatment, it won't take the place of fumigation if you already have weevily wheat in a bin. And to keep your grain in good condition, you still need to clean your bins and spray them before putting Pyrenone-treated grain into them.

Rat Killers Ready

New rat and mouse killers announced in *Farm Journal* (June, page 26) have passed government tests, and are now on the market under many brand names. *Look for the word "warfarin" on the label.* That's the stuff that does the trick.

The new poison was developed by the University of Wisconsin Alumni Research Foundation; it's related to the poison in spoiled sweet clover.

Oil-based Seed Treatment Coming

A new treatment for seed grain is coming up.

Called "Panogen," it contains a mercury compound very much like those used in older seed treating products. But this one is in an oil, instead of a dust. Therefore, there's no dust nuisance, either at treating or seeding time.

Several Experiment Stations say that it gives the same control of blights and smuts that other mercury compounds do.

Seed treatment, by either the new or old method, costs about 5c an acre; makes grains yield from two to 25 bushels more per acre.

take 30 years to complete, and so far Congress has hardly given it a nod!

Navigation

This is the hardest "benefit" to assess. Even the planners admit: "The benefits to navigation do not lend themselves to clear evaluation."

The 9-foot Missouri navigation channel is about 80% complete up to Sioux City. So far, the Army Engineers have spent $185 million on construction, and $58 million on maintenance, on 750 miles below Sioux City. They claim benefits to date exceed $170 million.

The pre-war estimate to complete the channel was $218 million. Now it will be much higher.

National defense is one justification stressed by Brig. Gen. Sturgis.

"I know of no other type of transportation route," he says, "that is as resistant to interruption of service due to bombing than an open water system."

But it is big river shipping interests that chiefly champion navigation.

Henry B. Campbell, chairman of the Omaha dock board, predicts that barge traffic "will add a nickel to the farmer's profits."

Railroads deny this, and claim that the manufacturer of bulk commodities, not the farmer, will reap the savings, if any. Anyhow, they say, "if there is going to be water transportation, let's see if it's taxed, the way we are."

The Hoover report says this about navigation:

"The nation as a whole has reason to question the Missouri navigation development as an economically sound enterprise. The savings to shippers . . . would exceed only by a small margin the annual charge to be borne by the public for maintenance and interest on the investment."

Nevertheless the political strength of Omaha, Sioux City, and Kansas City keeps the navigation project hot!

Other Benefits

For 35 years the water table has been dropping in many Missouri Valley communities. They look to the Missouri project to correct this. A higher water table and "return flow" from mammoth irrigation projects will furnish municipal supplies to many towns and cities. The Missouri will also be regulated to increase the flow down-stream in low seasons.

Minot, N. D., to take an example, wants more water. Then it could get a new packing plant, and other new industries. If the $400 million Missouri-Souris project goes through, the excess water supply and the city will be fixed. So recently it hurried the farmers along into signing petitions saying that they wanted irrigation, too. Any community would have done the same.

Finally, there's recreation. They're surf-boating now in Kansas, in places where they used to grow wheat.

The Army talks big about recreation. At Kannapolis dam in Kansas the

More People Wear Work Clothes Bearing a Lee Label *than any other brand!*

Lee RIDERS (GENUINE WESTERN COWBOY PANTS)

Lee MATCHED SHIRTS AND PANTS

Lee DUNGAREES AND WORK SHIRTS

Lee OVERALLS AND OVERALL JACKETS

Lee BOYS' RIDERS AND OVERALLS

Lee UNION-ALLS

There's a Lee for Every Job

THE H. D. LEE COMPANY, INC.

Kansas City, Mo. • San Francisco, Calif. • Minneapolis, Minn.
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Lee WORK CLOTHES

WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

COPYRIGHT 1950 THE H. D. LEE CO., INC.

Back to School

IN GENUINE

Lee Riders

(AUTHENTIC WESTERN COWBOY PANTS)

and

Lee Overalls

None genuine without this branded cowhide label

Sanforized for permanent fit

Long-wearing, comfortable, guaranteed...

Go back to school in style and comfort . . . wear genuine Lee Riders, the cowboy pants and jackets preferred by real Western cowboys. They're snug-fitting, comfortable and made of long-wearing, Sanforized Lee Cowboy Pant Denim.

Lee Overalls for boys are made "Just like Dad's." They have the same features that made Lee Overalls the first choice in a national survey among men doing all types of work. Like all Lee garments, they're sold with a *Money-Back Guarantee of Satisfaction.*

Lee — COPR 1950 THE H D LEE CO INC

THE H. D. LEE CO., INC.

Kansas City, Mo. San Francisco, Calif. Trenton, N. J. South Bend, Ind. Minneapolis, Minn.

★ ★ ★

LAST-MINUTE REPORT

will lose a big chunk of their remaining market, and oil producers will pick it up.

Paul T. Truitt, president of the National Association of Margarine Manufacturers, tells *Farm Journal:*

"It's too bad that everyone can't share in the victory. In those 15 states consumers will have to pay as much for white margarine as people in other states will pay for the pre-colored product.

"That means that housewives will have to continue wasting time and margarine in the mixing process until their state legislatures amend their laws."

Chicago Opens Field For Flying Farmers

Chicago, which has always prided itself on being a farmers' town, made another bid for farmers' favor the other day.

Newest wrinkle to lure farmers to the Windy City is Meigs Field, a lakefront airport for small planes just five minutes away from the heart of Chicago's "loop," and its biggest hotels and stores.

To help dedicate the field, the nation's Flying Farmers came to town—in 900 planes. With their families and guests, 4,000 of them were present. It was the biggest turn-out in Flying Farmer history.

Said Charles Rose of Roseland, Ark., president of the National Flying Farmers Association: "Chicago has the best field of its kind in the country."

A *Farm Journal* representative, on hand for the dedication, offered a free

Last-Minute Report

Four days or so after the editors of *Farm Journal* stopped writing this issue it was in your mail box—and in more than 2,840,000 other mail boxes throughout rural America.

No other major farm magazine can print that fast, no other can be so fresh and timely.

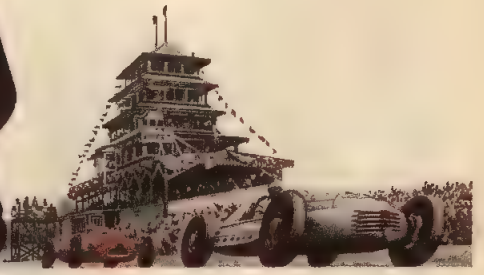
That's why *Farm Journal* could deal with the Korean trouble a few days after it broke out (see pages 8, 19, and 31); why Late and Important (page 19) can base its counsel on events of the *last few days;* why the news stories on pages 20 through 26 are really "Last-Minute Reports."

We just thought you'd like this bit of explanation about your magazine. *Farm Journal* is not only the biggest farm magazine, it's much

Once Again Dependable

CHAMPIONS

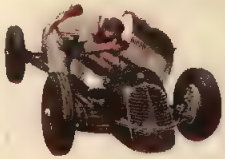
Win In Indianapolis "500" Mile Race



BE A CHAMPION DRIVER ... *Follow The Experts in Their Choice of Spark Plugs*

Once again the checkered flag brought a Champion-equipped car into the winner's circle in the 1950 Indianapolis Speedway Classic, for the 19th time. Seven out of the first ten cars used dependable Champions.

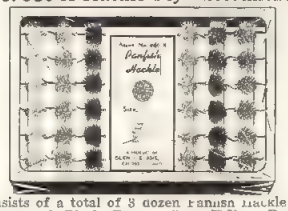
Johnny Parsons, winner, and 1949 AAA Champion, set a new record with an average speed of 124.002 miles per hour for the 345 miles of the race—cut short by rain. Johnny always uses dependable Champions.



If you tested spark plugs as exhaustively as the race driver, you, too, would know that Champions insure the utmost in performance, quality and dependability. The vast majority of these experts use Champions.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

No. 986-X Hackle Fly Assortments



Consists of a total of 8 dozen Panfish Hackle Flies. ½ dozen each Black, Brown, Grey, Yellow, Red, and White. Each fly dressed with red tail. All patterns tied with thick, heavy, glistening hackle and are especially recommended for panfish fishing. Hooks: ringed Sprout, size 6, 8, or 10. Packed 3 dozen flies to full window top box. Weight 2 oz. per assortment.

No. **986-X** Hackle Fly Assortments.....per Asst. **6.30**

No. 09HF Hackle Fly Assortments

Display Card Mounting

Designed for panfish. Display holds 3 dozen chenille body hackle flies dressed on ringed eye Sprout hooks. For use in either lake or stream with or without spinner. Card holds size flies each: Black, Grey, Brown, Yellow, Red, McGinty. Hooks: ringed Sprout, sizes 8 and 10. One size hooks to card. Packed three dozen flies to easel back display card. One card to box. Weight 5 oz. per display. Specify hook size when ordering.

No. **09HF** Hackle Fly Assortments .....per Asst. **3.60**

No. 09HBF Hackle Bass Spinner Assortments

Display Card Mounting

Display holds 2 dozen hackle dressed Bass Spinner Flies. Heavy hackle dressing at the head with brightly colored chenille bodies. No wings. Four flies each of six different patterns: Black Gnat, Parmachene Belle, Yellow Sally, Baltimore, Grey Hackle, Brown Hackle, to the assortment. Hooks ringed Sprout, size 2-4-6. Packed two dozen flies to easel back display card. Specify Hook size. One size Hook to a Box. Weight 5½ oz.

No. **09HBF** Hackle Bass Spinner Fly Assortments .....per Asst. **3.60**

No. 09LPI Panfish-Imp Fly Assortments

Display Card Mounting

Display holds 2 dozen all rubber tied Panfish Flies. Made with Crepe rubber bodies dressed "fat" to represent wood-worms or grubs. Legs or hackle of square cut latex strips that give a very lifelike wiggle with the slightest movement of the fly. Six flies each of four different patterns on each card. Hooks ringed eye Sprout, size 8 only. Packed two dozen flies to easel back display card. One card to box. Weight 5 oz. per display.

No. **09LPI** Panfish Fly Assortments ..... per Asst. **4.80**

Jeff's Original Fly Rod Lures

JEFF'S ORIGINAL
LARGE GRUB WORM
Hook Size No. 2
Mustad Kirby
T D E.

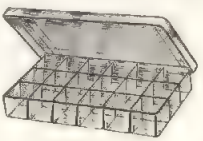
Display Card Mounting

True reproductions of Nature in live rubber. Authentically colored, microscopically scaled. Can be used for pole and line fishing. Actual size. All lures are mounted 12 of one kind per display card. Weight 2¾ oz. per dozen.

No.	Type of Lure	Hook Size No
1	Green Nymph Grasshopper	8
2	Brown Timber Ant	9
3	Black Timber Ant	9
4	Large Grub Worm	2
5	Stone Fly Numph	8
6	Hellgamite, Carlisle Hook	8
7	Midget Frog, Aberdeen Hook	8
8	Brown Nymph Grasshopper	8
9	Midget Crawfish, Aberdeen Hook	8
10	Small Grub Worm	8
11	Catalpa Worm, Carlisle Hook	8
12	Black Cricket	8
13	Grass Shrimp, Carlisle Hook	8
14	Roach	8

Jeff's Original Lures .....per Card **4.20**

Plastic Utility Boxes



Crystal-clear, rigid plastic boxes for fishing tackle, nuts and bolts and small parts. Supplied in colors upon request. Light, hard and durable. They retain original polish. These boxes have many second uses.

P-201

P-202

P-210

P-220

No.	P-200	P-201	P-202	P-210	P-220
Compartments	18	12	7	9	6
Length, In.	8¼	8¼	8¼	7	4½
Width, In.	4¼	4¼	4¼	8½	2¾
Depth, In.	1¼	1¼	1¼	1⅛	1
No. in Ctn.	24	24	24	36	36
Wt. each, oz.	8	7	7	5	4
Per Each	1.10	1.00	1.00	.75	.50

Kenny's Bass Flies

Hand tied of fine materials each individually packed in cellophane bag.

Packed one dozen one pattern per card.

Size	Type
2	Black Gnat
4	Black Gnat
2	Brown Hackle
4	Brown Hackle
2	Gray Hackle
4	Gray Hackle
2	Western Bee
4	Western Bee

Kenney's Bass Flies ....per Doz. **2.40**

Prices shown are based on manufacturers' list.

JELL-O

Yum! Yum! Yum!

Jell-O Ginger-Upper

1 package Raspberry Jell-O
½ cup hot water
1½ teaspoons lemon juice
1½ cups pale dry ginger ale
1 cup sliced fresh pears

Have you tasted Raspberry Jell-O recently? Do you know that a new Jell-O formula captures the honest-to-goodness flavor of ripe, fresh berries as never before? Just try this recipe and see!

Dissolve Raspberry Jell-O in hot water. Add lemon juice and ginger ale gradually. Chill until slightly thickened. Then fold in pears. Turn into mold. Chill until firm. Unmold and garnish with Frosted Green Grapes, green leaves, and whipped cream. Makes 6 servings.

Frosted Green Grapes. Brush grapes well with egg white which has been beaten until slightly foamy. Sift granulated sugar over grapes. Store in refrigerator until dry

Note: For large mold, double all ingredients

Shimmering for simmering days!

California Fruit Salad

1 package Lemon Jell-O
1⅔ cups hot water
½ teaspoon vinegar
2 tablespoons lemon juice
1 orange, sectioned
½ teaspoon grated lemon rind
1 teaspoon grated orange rind
1 tablespoon diced pimento
⅔ cup diced avocado, if desired

Here's tart-'n-sweet temptation for the weariest appetites. An out-of-the-ordinary jellied fruit salad . . . one secret of its tempting tang is the fresh fruit flavor of real Lemon Jell-O.

Dissolve Jell-O in hot water. Add vinegar, lemon juice, and juice from sectioned orange. Chill until slightly thickened. Fold in remaining ingredients. Turn into individual molds. Chill until firm. Unmold on salad greens. Makes 4 to 6 servings.

Jell-O Flower Pots

For very few pennies and with just a little time, you can make this amusing and decorative party dessert. As good as it's gay, thanks to the rich fruit flavors of Jell-O flavored gelatin.

Prepare Strawberry and Lime Jell-O as directed on the packages. Chill until firm in custard cups. Make flowers from gumdrops, using large round one, cut in half, for base and blossom; long one for stem. Cut with scissors to shape petals and leaves. Put together on toothpick. Place flowers in centers of molded Jell-O. Garnish with whipped cream. Makes 8 servings.

"JELL-O IS A REGISTERED TRADE MARK"

Free Time for Mother

Photo: Harriet Arnold

RUN along and play, dear." We say it a dozen times a day to the little shadow that haunts every step we take.

A mother needs some time to herself, and children must learn to be independent. How can we get them to run along and like it?

My first visit to our neighborhood nursery school set me on the right track. I noticed how the tots gravitated toward the playthings that were spread out invitingly here and there. So now I have an answer for *What'll I do now, Mama?* before my children can ask.

While Margie is napping, I place her dolls at their small table, close to her bed. First thing she sees when she wakes up is this invitation to a tea-party. For Jimmy, I make just the bare beginning of a block building, or put a gay picture book to catch his eye.

As Danny and his gang come in, hot and tired from baseball, they automatically reach for the paper and crayons that I've laid out. They're not even aware of making the desirable switch from active to quiet play.

You can't shrug a child off and make him like it. It's much wiser—and happier for everybody concerned—to help him want to play without you.

But not *all* the time! There are many times in your child's life when only Mother can supply his need. If you recognize these occasions—and show him often how you really enjoy having him with you—you'll gain his confidence.

Children who are secure find a strong satisfaction in their own projects and friendships. Of their own accord, they'll allow Mother many an interval of well-earned freedom.

NEW! Greatest

AND THE GREATEST OF ALL IS THE YOUNGSTOWN KITCHENS

JET-TOWER DISHWASHER

COMPLETELY MODERNIZES DISHWASHING

The Youngstown Kitchens Automatic Dishwasher so completely modernizes dishwashing that you'll find it the most useful, most helpful of all your labor-saving appliances.

Just nine and three-quarter minutes after you close the lid, your dishes, glassware, and silver are spotlessly clean, shining bright. And that goes for cooking utensils that don't obviously require special soaking or scouring.

With your Youngstown Kitchens Automatic Dishwasher, you'll find that before you've tidied up after the meal, this new marvel has done the hard, boring work. Imagine! What a wonderful team you and a Youngstown Kitchens Dishwasher will make! You can rest, instead of wrestling with this endless, thankless task, when you have modernized dishwashing.

Your Youngstown Kitchens dealer is ready to show you proof—now!

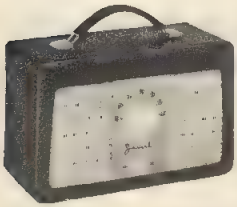
AMAZING JET-TOWER with EXCLUSIVE HYDRO-BRUSH ACTION

Completely modernizes dishwashing. Water is "booster-heated" to ideal washing temperature (regardless of hot-water supply). Then, 64 whirling, swirling jets brush-flush every hollow, groove, corner and contour of every dish, glass, piece of silver and cooking utensil. Hydro-Brush Action from top to bottom. Followed by a piping-hot double rinse. Presto! Dishwasher stops and pops open cover for practically instantaneous flash drying. All in 9¾ minutes (normal water pressure). All automatically, electrically!

YOUNGSTOWN KITCHENS ELECTRIC SINK combines all the timesaving, work-saving features of Youngstown Kitchens Cabinet Sinks and the Youngstown Dishwasher in one beautiful, efficient unit. Available with Youngstown Kitchens Food Waste Disposer as optional equipment at extra cost. When building or buying, insist on a Youngstown Electric Sink. Width, 48 inches.

YOUNGSTOWN KITCHENS AUTOMATIC DISHWASHER (illustrated at left) in a trim, tidy, white-enameled steel cabinet—25" wide. Fits snugly near any sink. Easily installed in any kitchen. Handsomely styled to blend perfectly with other Youngstown Kitchen units. It modernizes your home because it completely modernizes dishwashing!

JEWEL TABLE and PORTABLE RADIOS



THREE-WAY PORTABLE

A ready-for-action portable with room size volume magnificent tone, and unusual ease of selection. Covered in "crocodile" or two-tone fabric for smart, luggage-type appearance. Contains 4-tube superheterodyne circuit, large Alnico 5" speaker, self-contained loop antenna. Lightweight all-wood cabinet. AC-DC. Black leatherette case with genuine woven straw face.

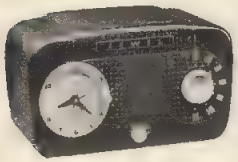
No. 5010—List $24.95 Each .. **$18.18**

JEWEL presents its new line of portable and table radios, now a complete family in the moderate price range.

JEWEL radios are not only superior in performance, they embody the functionalism, originality of design, and good taste that go with smart decorator interiors. The distinctive styling of JEWEL cabinets is the work of Bronislaw Zapolski, nationally famous product designer.

All JEWEL plastic cabinets are moulded in pure plastic color, not painted or sprayed; one of the many extra touches of quality for which you pay no more in JEWEL Radios.

"WAKEMASTER" TELECHRON CLOCK RADIO



Combines a fine Telechron clock movement with a full-toned Jewel radio. Wakes you automatically to a pre-tuned program—to a gentle alarm, or to both. Radio and clock can be used independently or together. Includes 4 tubes, new hi-"Q" coils, size 8¼" x 10¾" x 5¼".

No. 915K—(Ivory) List $21.95. Each . . **$16.46**

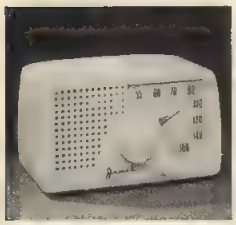
No. 915K—(Walnut) List $19.95. Each **$14.96**

"TEE-NEE"

A tiny battery-operated portable no larger than your hand! Especially popular with the junior crowd. A favorite with women because of its smart styling and bright colors. "Sound focus" feature beams sound direct to your ear. 4-tube superhet circuit, with Alnico 5" speaker. Self-contained loop antenna. All plastic cabinet and shoulder strap. Size: 6⅝" x 4¾" x 4" Ivory, maroon.

No. 814—List $17.95 Each . . . **$12.95**

TABLE RADIO



Tomorrow's styling beauty today. A big, bold dial, controlled by the exclusive new dial drive which eliminates old-fashioned stringing. An extraordinary value in a 5-tube set with self-contained loop. Superhet circuit, AC-DC operation. Size 9⅝" x 6" x 4⅝". Moulded all-plastic cabinet in pure plastic colors.

No. 956—Walnut. List $17.95. Each **$13.14**

No. 956—Ivory. List $18.95. Each **$13.83**

TABLE RADIO

An entirely new concept of dial design—with more than 30 sq. inches of dial face for simplified tuning! Note the plaque-type numerals and ornamental indicator . . . the graceful lines, the handsome symmetry. Picture this model in your home! 5-tube superheterodyne circuit with self-contained loop antenna. AC-DC operation. Moulded all-plastic cabinet in pure plastic colors

No. 960—Ebony. List $19.95. Each **$13.97**

No. 960—Walnut. List $21.95 Each **$15.37**

No. 960—Ivory. List $22.95 Each **$16.07**

DELUXE "WAKEMASTER"

No more "alarm clock nerves." Here's the modern way to go to sleep, the pleasant way to start the day. With one setting, lulls you to sleep to music, then shuts itself off. Next morning, wakes you to music or news . . . all automatically. If you doze, buzzes until you get up. Use it as a clock, radio, separately or together. 5-tube superhet circuit with Telechron sweep-second alarm movement. Self-enclosed Duraloop antenna. Moulded all-plastic cabinet. Size: 8¼" x 10¾" x 5¼".

No. 935—Walnut. List $29.95. Each **$20.97**

No. 935—Ivory. List $31.95. Each **$22.08**

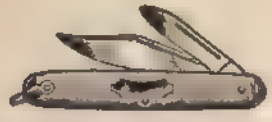
"NUGGET"

Beautiful performance, beautiful styling. Appropriate for any room in the house. Excellent reception and trouble-free performance. Note the very small size. New dial drive with superheterodyne circuit and Alnico 5" speaker. 1650-540 Kc. tuning range. Size: 5½" x 7⅞" x 4⅞". Moulded all-plastic cabinet. 4 tubes with Hank antenna.

No. 955—Walnut. List $11.95. Each **$8.99**

No. 955—Ivory. List $12.95. Each **$9.71**

A WIDE SELECTION OF FAST-SELLING POCKET KNIVES



2-Blade Pocket Knife. White celluloid handle. Brass bolsters and linings. Clip and pen blades mirror polished. Size closed 2¾". With shackle. No shield. 1 dozen on display card.

No. 10C40. Per dozen **4.00**

Pocket Knife Assortment. 2 blades—full mirror polish. Assortment consists of 6 jack knives with simulated stag handles and 6 with colored celluloid handles. Size of stag handle knives closed 3⅝", of colored celluloid handles 3½". 1 dozen in display box (not carded).

No. 10C38. Per dozen..... **6.00**

Pocket Knife. Two blades, mirror polished. Celluloid handles in assorted colors, with full nickel type bolsters. Size closed 3⅛". 1 dozen in box.

No. 10C39. Per dozen **6.00**

Heavy Duty Pocket Knife Assortment. Three blades, coven end assorted colored celluloid handles, nickel silver bolsters (no shield). Master blade, assorted clip and spear, spay and leather punch all mirror polished. Size closed 3". 1 dozen in display box.

No. 10C19. Per dozen **7.50**

Christy Sport Knife. Metal handle with Ring for Chain. Mirror polished blade. Size closed 3¼" Individually boxed, one dozen to carton.

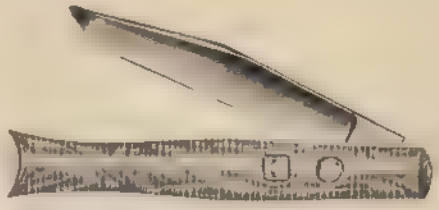
No. 10C23. Per dozen **7.20**

Berkeley Swing-Lok Knife. Smartly embossed luxury chrome finish. Finest quality scientifically tempered steel blade. Swings open and locks open so it can't snap closed while in use. Size closed about 2¾". One dozen in attractive counter display container holding 12 knives in individual boxes. (No less sold) Retail 1.00 each

No. 10C37.
Per dozen.. **7.20**

Push Button Knife. High carbon steel single clip blade—full mirror polished. Brass lined. Side lock. Assorted color handles. Size closed 3". 1 dozen on display card.

No. 10C108. Per dozen **8.00**



"Shur-Snap" Push Button Knife. Brass lined; single clip blade. Assorted colored handles. fish tail pattern. Slide lock as a protection when knife is not in use; 7" overall when open; 4" overall closed. 1 dozen on attractive display card

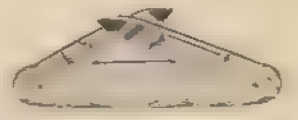
No. 10C3. Per dozen..... **8.00**

Push Button Knife. [illegible] button and cut [illegible] blade [illegible] lined [illegible] highly [illegible] blade [illegible] display card

No. 10C1. Per dozen **8.00**

Waldemar Knife. Size closed 2¼ inches. 2 blades, full mirror polished. Imitation pearl, celluloid handles with polished tips and shackle for attaching chain. 1 dozen in box. (No less sold)

No. 10C67. Per dozen **8.00**

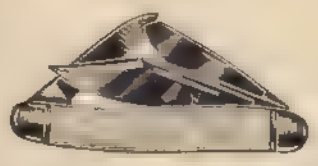


2-Blade Pen Knife. [illegible] brass lined. Length [illegible] Blades mirror-polished [illegible] sold.

No. 10C74. Per dozen **4.00**

2-Blade Jack Knife. Serpentine Pattern. Highly polished blades of high carbon steel. Assorted color handles with nickel plated bolsters and shield. Length closed 3⅝". 1 dozen in container.

No. 10C62. Per dozen... **4.00**

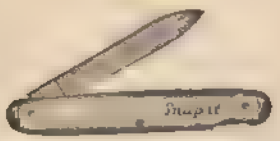


Three-Blade Jackknife Assortment. Serpentine shape. Colorful assorted celluloid handles. Nickel bolsters. All have clip, pen and [illegible] blades. Size closed, range between 2¾" and 3⅝". 1 dozen on display card

No. 10C64. Per dozen..... **8.00**

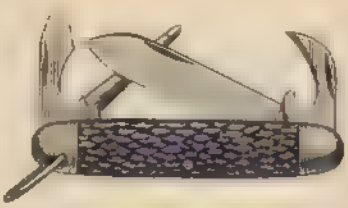
Jack Knife. Heavy duty—2 blade. One large clip master blade, one pen-blade. Full mirror [illegible] Bolsters. Size closed 3" inches. Simulated stag handles. [illegible]

No. 10C25. Per dozen..... **8.00**



"Snap-It" Pocket Knife. A snap to open! Press spring at cut out to open. To close—press spring again—close blade until it locks. Top quality steel [illegible] edged blade. Pearl celluloid handle, [illegible] nickel silver tips. Size closed 3¼" [illegible] attractive display card

No. 10C61. Per dozen.... ... **8.00**



4-Blade Camp Knife. Simulated Bone Stag Handle. Sp[illegible] Can Opener, Punch, and Screw Driver [illegible] Blade. Brass Lining. Nickel [illegible] Length closed 3⅝". [illegible]

No. 10C32. Per dozen.. ... . **8.00**

CAMILLUS has the edge!

made of the finest cutlery steel by skilled craftsmen

"Camillus" Junior Premium Stock Knife (No 64). Bone Stag handle. Clip, Spey, and Spear Punch Blades. Brass liners. Nickel silver bolsters. Length closed 3⅝". Packed ½ dozen in box (no less sold)

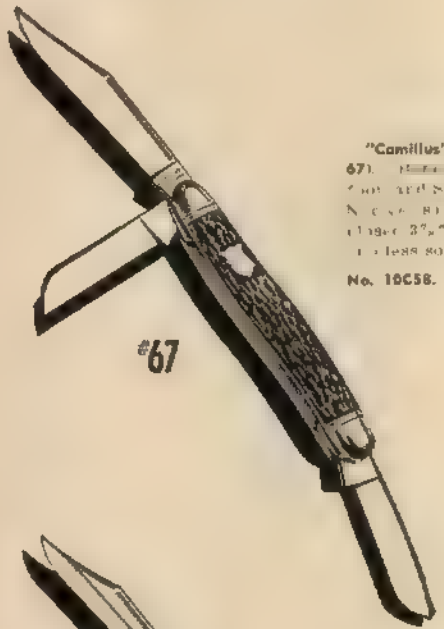
No. 10C56. Per dozen.....14.00

"Camillus" Easy-Opener Jack Knife (No. 33 Bone Stag handle Spear and Pen Blades Brass liners. Nickel silver bolsters. Length closed 3⅝" Packed ½ dozen in box (no less sold).

No. 10C52. Per dozen. 12.00

"Camillus" Junior Premium Stock Knife (No 65) Bone Handle Clip, Sheepfoot and Spey Blades. Brass liners. Nickel silver bolsters. Length closed 3⅝". Packed ½ dozen in box (no less sold)

No. 10C57. Per dozen.....16 00



"Camillus" Premium Stock Knife (No. 67). Bone Stag handle Clip, Sheepfoot and Spey Blades brass liners. Nickel silver bolsters. Length closed 3⅝" Packed ½ dozen in box (no less sold)

No. 10C58. Per dozen 16 00

"Camillus" Premium Stock Knife (No. 68). Bone Stag handle Clip, Spey and Spear Punch Blades Brass liners. Nickel silver bolsters. Length closed 3⅝" Packed ½ dozen in box (no less sold)

No. 10C59. Per dozen . 16.00

"Camillus" Carpenter's and Whittler's Knife (No. 72) Bone Stag handle Saber Clip, Pen, Spear and Combo Punch Brass liners Nickel Silver bolsters. Length closed 3⅝" Packed ½ dozen in box (no less sold).

No. 10C60. Per dozen.....18 00

"Camillus" Camp Knife No 99) Plastic Stag handle Spear and Can Opener Punch and Screwdriver Combo Brass liners Nickel silver bolsters and shield Length closed 3⅝" Packed ½ dozen in box (no less sold)

No. 10C65. Per dozen.....16.00

WONDER GLOVE MONKEY 35c

Acts Like He's Alive! Fits the Hand Like a Glove! You Make Him Climb, Turn, Scratch and Move!

Fine For Monkey Business

Carry It in Your Pocket Wherever You Go

Amuse and Entertain Everyone

The Wonder Glove Monkey is one of the handiest merrymakers we have ever seen. It packs into a small box you can easily carry in your pocket. It is ready for action in a moment. It slips over the hand like a glove or mitt. The head is worked by one finger, and it turns to the right or left, nods, bows and goes through every amusing antic you can think of. One arm is operated by the thumb and the other arm and head by couple of fingers.

7001 Monkey Tricks

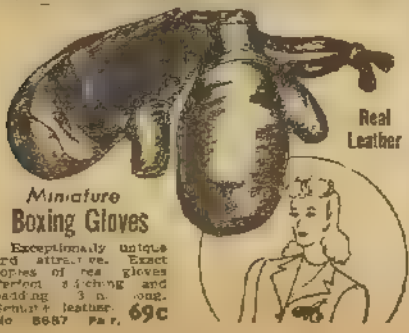
No. 4511. WONDER GLOVE MONKEY. Postpaid . . 35c

Jimmy Durante's Famous Pal

Fits Over Your Hand Like a Glove and Does a Million Life-like Antics!

"I've got a million of 'em!" Yes sir, a million tricks with UMBRIAGO and then some! Comes with packed figure that acts so real, so life-like. And so easy to control. Slips over your hand and your fingers control this amazing puppet. Colorfully made.

No. 4510. UMBRIAGO HAND PUPPET. Price Postpaid $1.19



Miniature

Boxing Gloves

Exceptionally unique and attractive. Exact copies of real gloves. Perfect stitching and padding. 3 in. long. Genuine leather.

No. 8687 Pair. 69c

Perpetual Motion! Self Walking! Amazing! Piggies! Santa Claus! Clown! Penguin! Colored Mammy!

WALKIES

Self Walking Figures

Self Starting—No Springs
No Winding—No Mechanism

Fun for everyone! Little animals that amuse you by their natural self walking ability. All you need is a flat surface slightly off level. Walk without any strings, springs or winding.

No. 4402. SELF WALKING PIGGIE. Price Postpaid 39c

No. 4403. WALKING PENGUIN. Price Postpaid 39c

No. 4404 SELF WALKING CLOWN. Price Postpaid 39c

No 4419 WALKING COLORED MAMMY Price Postpaid 39c

No 4405 WALKING SANTA CLAUS. Price Postpaid 39c

"Jitterbug" Tumblers

What Makes Them Move Around in Such A Weird Manner?

When three or four of these amazing Jitterbug Tumblers are placed on a slightly inclined surface they start to wiggle around. First they pop one end up and then the other. They move, wiggle and jitter around. What makes them move? What direction will they move in next? Even on a flat surface they will crawl and wiggle. 5 to package.

No. 2898. Price Postpaid, Package . . 12c

WEATHER FORECASTING PLANT

Will It Shine or Rain?

The leaves of this curious plant indicate the weather conditions and serve as a reliable barometer. The leaves stand upright during clear weather and droop to foretell rain or stormy weather. Interesting and fun to watch as well as amazingly accurate and dependable. Blossoms into beautiful purple flowers with crimson pods that are often used in making ornaments. Extremely popular.

No. 5167. Weather Forecasting Plant.
Package of Seeds, Postpaid..... 15c
3 Packages for 40c, or $1.35 per dozen, postpaid

Cackling Hen Voice

Sounds Like Born Yard Hen!

Makes a noise so much like the real hen that it might even fool them. Anyway, you'll have lots of fun around the house with this noisemaker, imitating the cackling of a hen just as she lays an egg. Cackling device is small cylindrical device which can be concealed in the pocket.

No. 2905. Price Postpaid 35c

Makes Fine Bulletin Board, Etc.

Blackboard Set

Fine for sign purposes, doing homework, making sketches, etc. Recent only ... price. Has frame of pine, heavy ... screw eyes for ... stand, 3 bulldog ... eyelets for ... hanging. With chalk, rail, cloth and eraser. Size 15x24 ... ins.

No. 7433 Per Set. Postpaid ... $1.25

SEX INDICATOR

An Amusing and Entertaining Novelty

We offer this item as an amusing and entertaining novelty rather than for any scientific value it may or may not possess. By holding it over a woman's hand it is supposed to describe a complete and continuous circle, and in a straight line, backward and forward when held over a man's hand. We have made innumerable tests and while we have never been able to figure out how it's done, we've never seen it fail. Many novel and interesting experiments can be performed with it. Try it for testing the sex of animals, cats, dogs, rabbits, birds, butterflies, worms, fish, etc. In Europe it is sold as a patent egg tester. A Post Office inspector took one once to see if he could determine the sex of the person who wrote a letter in a case he was interested in solving. With what success we never did learn though he did tell us he had no end of fun with it.

No. 3612. SEX INDICATOR.
Price Postpaid..... 10c

Parachute Shooter

Blow Pipe 'Chute

The Parachute Shooter consists of a blow pipe and a parachute dart which fits inside. You turn the blow pipe upward and blow. The parachute dart shoots out into the air and then as it starts to descend the parachute opens up and it falls slowly to the earth. You can shoot it over and over again and not get tired of it. If you wish, you can blow it out the window of a building and watch it gradually descend to the ground.

No. 7372 Price Postpaid 15c

Make Your Own Marionette Theater

Complete instructions for staging your own marionette shows. How to design and make action puppets how to build stage and backdrops, how to operate marionettes. All explained, described and illustrated in this booklet prepared by Popular Mechanics Magazine. Easy to do and wonderful to watch. Over 60 pictures and drawings.

No. 1031. Price Postpaid 25c

MYSTERY MONKEY

Magic Monkey Climbs Pole & Brings Down Coconut!

HOW DOES HE DO IT? Everyone watches the **MAGIC MONKEY** climb up the pole, pick up the coconut and bring it safely down. The question is: how does he do it? Do it over and over again, he never tires. Get two of them and race your friends going up and down the pole. Loads of action as monkey climbs up and keeps trying until he gets his coconut. Beautifully made of colorful plastic, 10½ in. high.

No. 4887. Price Postpaid 79c

ELECTRIC GAMES BY Jim Prentice

MODEL
48B
$3.00

ADVERTISED NATIONALLY

ELECTRIC ACTION
SWITCHES·ROTORS·LAMPS
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World's Leading Manufacturer of Electric Games for Over 20 Years

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The Games "400"
JOE DI MAGGIO
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DAN DANIEL
$2
PUBLISHED BY The Sporting News

Correct Colors With College Seal! Look Snappy!

COLLEGE Gummed PENNANT STICKERS

In Regulation Colors, 3x9 In. for Auto Window, Luggage, Etc.

College assortments. For pasting on books, luggage, walls, etc. Attractive decorations that give that sporty appearance. Standard pennant shape, attractively colored and printed in correct colors. Gummed one side.

EASTERN Syracuse, Penn State, Columbia, Pennsylvania, Dartmouth, Harvard, Yale, Brown, Cornell, Princeton. No. 2125. Price Postpaid Only **25c**

MID EAST New York, Lafayette, Navy, Rutgers, Pitt, Temple, Bucknell, Lehigh, Colgate, Army. No. 2113. Price Postpaid Only **25c**

BIG TEN Ohio State, Purdue, Iowa, Illinois, Minnesota, Wisconsin, Indiana, Michigan, Chicago, Northwestern. No. 2122. Price Postpaid Only **25c**

SOUTHERN South Carolina, Maryland, Virginia, Duke, North Carolina, Tech, Washington & Lee, Clemson, N.C. State, Virginia. No. 2114. Price Postpaid **25c**

PACIFIC COAST [illegible] No. 2115. Price Postpaid Only **25c**

SOUTH WEST [illegible] Texas, Kansas, [illegible] No. 2119. Price Postpaid **25c**

SOUTHEASTERN [illegible] No. 2120. Postpaid **25c**

CATHOLIC [illegible] No. 2123. Postpaid **25c**

NEW ENGLAND Williams, Northeastern, Mass. [illegible] No. 2129. Price Postpaid **25c**

City Pennant Stickers

3x9-in. In colors

[illegible]

No. 2126. Assortment **25c**

[illegible]

No. 2127. Assortment **25c**

Foreign Hotels

GUMMED STICKERS

[illegible]

No. 2118. Postpaid **25c**

Military Pennant Stickers

[illegible]

No. 2130. Postpaid **25c**

Sweetheart Labels

Large, Colorful

[illegible]

No. 2131. Per Package **15c**

COMIC SIGNS

[illegible]

No. 4597G. Don't Let He B Hasty.

No. 4597H. Our Bee Contains Vitamin P.

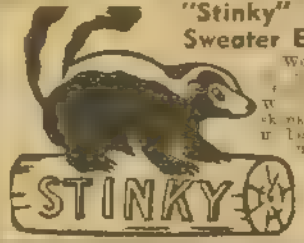
No. 4597L. Don't Throw Gum or Refuse on Floor.

No. 4597F. Kwicher-helpsken—Quit Your Belly Achin'.

No. 4730. Our Daily Prayer Lord, Help Me to Keep My Dare Nose Out of Other People's Business.

Silence! Genius At Work

Let your friends know you are important. Guaranteed to get attention. No. 6295. Price..... **35c**



"Stinky" Skunk Sweater Emblem

Wear on sweater [illegible] No. 7516 Skunk Emblem Postpaid **20c**

PRISON PENNANTS

"Say Pal, You've Sure Been Around!"

We got the idea from Esquire Magazine [illegible] produce with their permission! Most people [illegible] to show where they've been—the [illegible]

[illegible] "Remember the nights in Sing Sing!" Colorful felt, 2 sizes—8-inch and 30-inch.

Alcatraz Atlanta Joliet San Quentin Leavenworth Devil's Island Sing Sing Auburn

Regular 3x9-Inch Size

[illegible] Comes in all 8 [illegible] SPECIFY NAMES YOU DESIRE [illegible]

No. 2121. PRISON PENNANTS (Specify names). Each, Postpaid **10c**

3 for 25c. All 8 for 85c, 12 for 90c

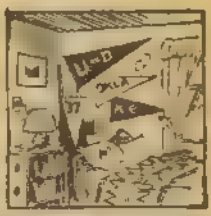
Large 30-Inch Size

Regular Pennant Size. Swell Looking [illegible] Colorful Cotton assortment. SPECIFY NAMES YOU DESIRE

No. 2139. LARGE PRISON PENNANTS (Specify names). Each **35c**

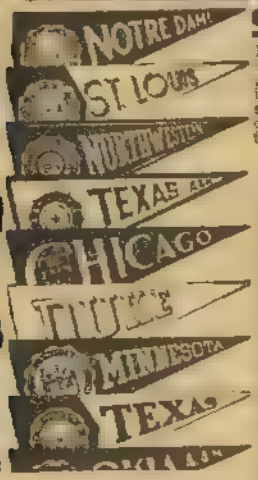
3 for 95c, All 8 for $2.00

College, City and State PENNANTS



Colleges, Cities, States, Prisons, Baseball Teams, Clubs, Etc.

Decorate your room with these pennants. Amazingly wide variety of college and [illegible] pennants which will go very well either in your bedroom or den or on a [illegible] or car. These pennants are well made of felt cloth in the correct [illegible] of the [illegible] colors. Many of them carry the state seal or college coat of arms. There are four felt straps on each so that they may be bound to a pole or hung from wall, etc. State each title.



SMALL SIZE For JACKETS, AUTOS and ROOM

57 Varieties; 10c Each, 3 for 25c

States and Colleges

Alabama
Arizona
Arkansas
Army
California
Chicago
Colorado
Columbia
Cornell
Dartmouth
Detroit
Duke
Florida
Fordham
Georgia
Harvard
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Louisiana State
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Navy
Nebraska
New Hampshire
New York
North Carolina
Northwestern
Notre Dame
Ohio
Oklahoma
Oregon
Pennsylvania
Princeton
Purdue
Rhode Island
San Francisco
Southern Calif.
South Carolina
Stanford
Tennessee
Texas
Vermont
Virginia
Washington
Wayne
West Point
West Virginia
Wisconsin
Yale

Base Ball

Boston Red Sox
Chicago White Sox
Cleveland Indians
Detroit Tigers
New York Yankees
Philadelphia A's
St. Louis Browns
Washington Senators
Boston Bees
Brooklyn Dodgers
Cincinnati Reds
Chicago Cubs
New York Giants
Philadelphia Phillies
Pittsburg Pirates
St. Louis Cardinals

Prison Pennants

Alcatraz
San Quentin
Sing Sing
Atlanta
Leavenworth
Auburn
Joliet
Devil's Island

Foreign Countries

London, England
Paris, France
Berlin, Germany
Moscow Russia
Canada
Mexico
Africa
Poland
North Pole
South Pole
Shanghai, China
Cairo, Egypt
Petropavlovsk, Siberia
Rome, Italy
Tokyo, Japan
Moon

Miscellaneous

G-Man
YMCA
Scouts
Good Luck
Keep Smiling
Air Corps
C.C.C.

No. 2121. FELT PENNANTS. Price Each Pennant, Postpaid **10c**
3 Pennants for 25 Cents or 90 Cents Per Dozen Sent by Mail Prepaid

FULL SIZE 12 BY 30 INCH PENNANTS

Many people prefer the large size pennants for room decorations. These are the jumbo size—30 inches in length by 12 inches in depth. Made of attractively colored felt in standard colors of colleges. Suitable for display on your den, bedroom, office, etc., etc. Several of them brighten up a room and give it that "sporty" look. With official seals.

States and Colleges

Army
Auburn
Bucknell
Butler
Chicago
Colgate
Columbia
Dartmouth
Detroit
Duke
Fordham
Georgetown
Georgia Tech
Harvard
Illinois
Indiana
Iowa
Kentucky
Maine
Marygrove
Mich. State
Michigan
Minnesota
Missouri
Navy
Northwestern
Notre Dame
Ohio State
Pennsylvania
Pitt
Princeton
Purdue
Southern Calif.
Tennessee
Texas
Texas Christian U.
Toledo
Toledo U.
Tulane U.
Vanderbilt
Virginia
Wash. & Lee
Wayne
Wisconsin
Yale

Base Ball

Detroit Tigers
Cleveland Indians

Miscellaneous

Air Corps
American Legion
Bowling Green
Boystown
Great Lakes
Marines
Waco

Foot Ball

Detroit Lions
Green Bay Packers
Chicago Bears

Negro Teams

Chicago Giants
Kansas City Monarchs
Tuskegee
Wilberforce
West Va. State

No. 2184. FULL SIZE PENNANTS.
Specify Titles Desired. Price Each Pennant, Postpaid **35c**
3 for 95 Cents, or $3.50 Per Dozen

... but one **MUST** see

"Jolly Baby"

So absolutely different at the Toy Fair!

... so refreshingly New

This arrestingly beautiful new JOLLY creation has Vinylite head, arms and legs. Her head is particularly notable ... there's nothing like it, for this is our own exclusive character! JOLLY BABY and all our other sparkling innovations are waiting to welcome you!

Jolly

Quality **DOLLS**

SOFT DOLLS and ANIMALS

PERMANENT SHOWROOM
200 Fifth Ave.
320

JOLLY TOYS, Inc. *Manufacturers*

Factory and Sales Office 71 Fifth Avenue New York 3, N. Y.

. . . but one MUST see

"Jolly Baby"

at the Toy Fair

So absolutely different!

. . . so refreshingly New

This arrestingly beautiful new JOLLY creation has Vinylite head, arms and legs. Her head is particularly notable . . . there's nothing like it, for this is our own exclusive character! JOLLY BABY and all our other sparkling innovations are waiting to welcome you!

Jolly

Quality DOLLS

SOFT DOLLS and ANIMALS

PERMANENT SHOWROOM
200 Fifth Ave.
320

JOLLY TOYS, Inc. *Manufacturers*

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EXTRA

Ace Toy News

EXTRA

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15 Piece Set
QUALITY MADE
TOOLS

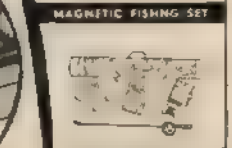
A Complete line
of TOOL CHESTS
to retail at . . .

$1.98 - $2.98
$4.98 - $6.98

DELUXE FISHING SET

FISHING SET

MAGNETIC FISHING SET


TOY FISHING SET

GOLF SET

BASEBALL SET

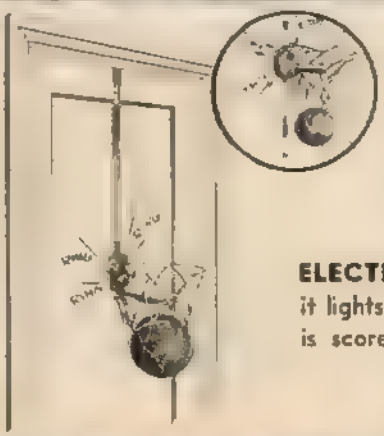
TOOL CHEST

BASKETBALL SET "BELL"

BASKETBALL SET "ELECTRIC"

SAFETY DART GAME

THE ONLY BASKETBALL SETS WITH HEIGHT ADJUSTABLE BASKETS



ADJUSTO
BASKETBALL SETS
Pat. Pend.

Basket, on "ADJUSTO" track, adjusts to any height for all ages.

ELECTRIC BASKETBALL SET
it lights . . . it buzzes when goal is scored! No. 26 – **$3.98** retail.

BELL BASKETBALL SET - bell rings when goal is scored. No. 20 – **$2.98** retail.

Also...
Fingerprint Sets
Sewing & Paint Sets
Metal Banks
Metal Push Toys

New York Toy & Game mfg. co.

Sales Office
200 FIFTH AVENUE, NEW YORK 10, N. Y.

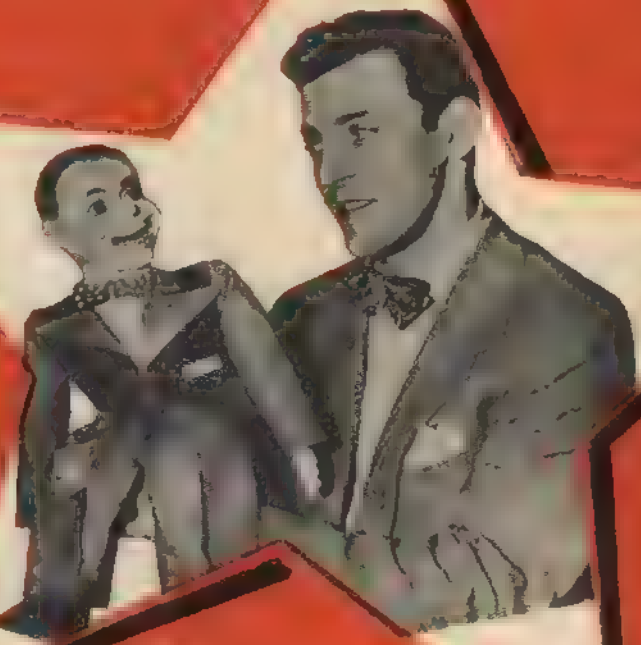
Factory: LAWRENCE, MASS.

The JrAce Line

THERE'S NO TRICK SELLING THE JURO CELEBRITY DOLL LINE

SEE US AT THE TOY FAIR
Hotel McAlpin
Rm. 923, Mar. 6-17

There's no trick selling dolls kids *already know!* This exciting new line, inspired by the most popular and best-loved personalities in show business, has already been introduced to your cutomers . . . through Radio, Television, Magazines and Newspapers. There's no trick selling the JURO Celebrity Doll Line, because an army of publicity men, advertising agencies and the best promotion brains around are doing a bang-up job *pre-selling* this line *for you.* Hard-hitting publicity and promotion on a nation-wide and unprecedented scale have already made JURO'S Jerry Mahoney one of the nation's hottest doll numbers. Just wait and see what you'll do with Maggi McNellis and Beulah. Don't say we didn't warn you!



JERRY MAHONEY

Paul Winchell's famous ventriloquist dummy duplicated in a 24" Juro Personality Doll. Already proven the hottest promotion in many [illegible] vally boxed with booklet "How To Be A Ventriloquist"

[illegible] $3.98

Hand Puppet, attr. boxed, Retails at $1.39

MAGGI McNELLIS

NBC's lovely personality lady now brought into the homes of her many fans by JURO. A beautifully dressed plastic doll with a party of pre-selling promotion scheduled to break the moment the first doll comes off the line. See her at the Toy Fair

It's the BEULAH DOLL

Designed after one of the most popular radio and television personalities—heard and seen in millions of homes daily, now backed by the type of promoting Juro has become famous for. Will definitely be one of the fastest selling numbers in the low-priced doll field.

AND WATCH FOR MORE TO COME!

JURO NOVELTY COMPANY
12 WEST 18th STREET
New York 11, N. Y.

No. 2956 Jointed Baby Pike-Orenos

Similar to No. 956, but jointed to give additional action. Length 4 inches. Weight each ⅛ oz. Has Two No. 2 Treble hooks.

Patterns: Red arrowhead, white body; yellow perch scale; pike scale; and silver speckled white body green back. Weight carton 1½ lbs. Packed 12 of a kind in a carton.

No. 2956 Jointed Baby Pike-Orenos ... per Doz. 18.00

Specify Pattern When Ordering

Russelures

All-Metal — Adjustable Action

For Trout, Bass and all game fish. Has extremely life-like appearance and action.

Flyrod Models

Models Nos. 1, 1¼, and 1½ are the smallest all metal swimming-action lures available, being only 1 in., 1¼ in. and 1½ in. long respectively, yet are powerful enough to carry a hook several sizes larger than those with which they are equipped at the factory and still maintain their action.

Trolling Models

Models Nos. 2, 2½ and 3 are primarily designed for trolling although they are adaptable to casting by adding a sinker to the line or leader. These models have the same hook arrangements and advantages as the model 1½. Each has two rings for leader or line.

Casting Mode's

Bass Plugs Nos. 2⅛ and 2⅝ are primarily designed for casting and spinning although they may be used as a heavier trolling lure if desired. Developed to make casting with the Russelure possible without adding weight to the line or leader. These lures may be used with or without the unique detachable Jackets for various color combinations.

Flyrod Models

Length In.	Model No.	Weight Oz.	Tail Hook Size of	Size of Body Hook	Per Doz.
1	1	.03	None	10	9.00
1¼	1¼	.04	None	10	9.00
1½	1½	.07	8	8	9.00

Trolling Models

2	2	.16⅝	4	4	12.00
2½	2½	.25	2	2	12.00
3	3	.33½	1	1	12.00

Casting Models

Model	Length In.	Weight Without Jacket Oz.	Weight With Jacket Oz.	Per Doz.
2⅛	2⅛	⅜	½	14.40
2⅝	2⅝	½	⅝	14.40

Snap-On Jackets

Sold in Sets of 6 Only

Model	Colors to Set One Each	Per Doz.
2⅛	Silver, Gold, Orange, Red, Green, Black	18.00
2⅝	Same as above	18.00

Individually packed. Twelve lures of one size and color in a box.

Series 100 Talky Topper Baits

A new and unique surface lure. No-foul hook fasteners. Dual action, can be popped and also gives paddling noise on retrieve. Perfect action for quiet water and night fishing. Length .. inches. Weight ⅛ oz.

Colors: White body, black buffed eye; red head, white body; solid black; Salmon Red Shiner, red etching, silver scales; Steel-head Shiner, black etching, silver scales; Green Shiner, green etching, gold scales; Yellow Perch Scale, red etching, gold scales; Perch Scale, red etching, dark green scales; Pike Scale, light brown etching, gold scales; Frog Finish; Red Body, black buffed eye; Yellow Body, brown buffed eye.

Series 100 Talky Topper Baits ..... per Doz. 13.20

Specify Pattern When Ordering

Kautzky's Lazy Ike Minnows

For casting or trolling. Lively minnow action. Recommended for Pike and Bass. Has two Treble hooks 3 inches in length, weight ⅛ oz. Packed one dozen of one kind in a carton. Colors: Red and White; Black Scale; Perch; Silver Scale; Yellow Spot; Frog; Orange Spot; Brown and White; Black Rib.

No. 3 Lazy Ike Minnow Baits .....per Doz. 16.20

Specify Pattern When Ordering

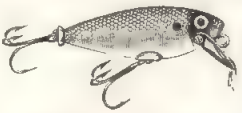
Series 200 Crippled Shad Baits

For surface feeding fish, large mouth bass, northern pike and muskie. Retrieved slow or fast it has perfect wounded minnow action. Molded tenite body finished with four coats of hard drying enamel. Will not crack chip or peel. All metal fittings and hooks plated to resist corrosion. Patented wire guard on front. Snaps furnished for easy line attachment. Wt. ⅝ Oz. Length 2⅝ inches, body only. Two treble hooks. Packed one half dozen in attractive display carton. Specify color. Colors: Shad Finish; Chub Finish; Perch Finish; Pearl Finish; White and Red Finish; Black and White Finish.

Series 200 Crippled Shad Baits .....per Doz. 15.00

Specify Pattern When Ordering

Series 100 Speed Shad Baits



Depth controlled by speed of retrieve. Swims upright like live minnow. Molded tenite body finished in four coats of hard drying enamel. Will not crack, chip or peel. All fittings and hooks plated to resist corrosion. Patent wire guard on front. Will not catch or hang up on rocks, stumps or other underwater objects. Snap furnished for easy line attachment. Wt. ⅝ oz. Length 2⅝ inches body only. Packed one-half dozen in display carton. Specify color. Colors: Shad Finish; Chub Finish; Perch Finish; Pearl Finish; White and Red Finish; Black and White Finish.

Series 100 Speed Shad Baits ..... per Doz. 15.00

Specify Pattern When Ordering

Prices shown are based on manufacturers lists.

Foss Oriental Wigglers

For Bass, Pike, Muskies. Body made of tenite, finished in red and white. Figure 4 spinners. Weed-free action. Attach pork rind through hook to button. Packed 6 in a display box.

No. 3—Weight ⅝ oz. 3/0 hook .....Each 1.25
No. 4—Weight ½ oz. 1/0 hook .....Each 1.25

Foss Shimmy Wigglers

Casting lure for Bass. Figure 4 spinner. New pattern bucktail, weed-free action. Furnished in assorted colors.

No. 5—Weight ⅝ oz. 3/0 hook .....Each 1.25
No. 6—Weight ½ oz. 1/0 hook .....Each 1.25
Packed 6 assorted one size in a display box.

Foss Dixie Wigglers

Furnished with figure 4 spinner. Weed-free action. Rides through the water with hook upright. Packed six assorted colors of one size in display box.

No. 13—Weight ⅝ oz. 3/0 hook .....Each 1.25
No. 14—Weight ½ oz. 1/0 hook .....Each 1.25

True Temper Bucktail Streamers

Full bodies streamer made from reed hair, tied with silk in contrasting colors with painted eye on silk winding. Made with 1/0, 3/0 or 5/0 hooks.

Specify color and hook size. Packed six of one color and size.

Colors: Red; Yellow; Orange; Black; White; Natural; Red and White; Black and White; Yellow and White; Yellow and Black.

Bucktail Streamers .....Each .45

Foss Pork Rind Baits

These baits are run through a leather splitting machine, chemically treated to remove grease, then punched and perforated for attachment to lures. They are then bottled in brine which will preserve them. Al Foss Bass size; length 4⅝ in., width ½ in., 12 strips in a bottle..per Bottle .50

Series 500 Dipsy Doodle Baits

A sinker type lure that gives fast action. Approximate depth on retrieve around 3 to 4 feet. Equipped with two treble hooks. Weight each ⅝ oz.

Colors: Pearl; Smokey Joe; Chub; Red Head; Shad; Yellow Perch; Black and White; White; Blue; Yellow; Shiner; Goldfish; Black and Yellow; Red and Yellow; White, Black stripe; Yellow, Silver back; Black; Frog; Pearl Body, blue eyes.

Series 500 Dipsy Doodle Baits .....per Doz. 15.00
Specify Pattern when ordering.

Uncle Josh Pork Rind Baits

White or Green Frog

White body fashioned from a piece of solid pork, green back marked with lifelike spots, or white pork throughout. Flexible legs set in motion by eddy formed back of body when in motion. For Bass and Northern Pike. Length 2¼ inches. Width 1 inch. Packed 6 baits in a jar. Weight per doz. jars 5 lbs.

No. UJF Green .....Each .65
No. UJFW White .....Each .65

Fly Rod Frogs

A smaller version of the Green Frog designed for use with a fly rod. Available with green back or white pork throughout. Length 1¼ inches. Width ⅜ inch. Weight each 1/10 oz. Packed 6 baits per jar. Weight per doz. jars 3 lbs.

No. UJFR Green .....Each .40
No UJFRW White .....Each .40

Pollywogglers

Pork rind bait cut to resemble a pollywog. Features are bright red flannel "side whiskers" giving a red and white lure. Length 2¾ inches. Width ¾ inches. Weight each ⅛ oz. Packed 6 baits per jar. Weight per Doz. jars 5 lbs.

No. UJP Pollywogglers .....Each .65

Pork Chunks

A conventional chunk made of clean white pork. May be trimmed. Length 1¾ inches. Width 1⅛ inches. Weight each ¼ oz. Packed 6 baits per jar. Weight per doz. jars 6 lbs.

No. UJC Pork Chunks
.....per Doz. Jars .

Bass Strips

A pork rind strip that may be hooked to ride either horizontally or vertically. Length 4 inches. Width ¾ inches. Packed 12 strips to jar. Weight per doz. jars 5 lbs

No. UJS White .....Each .40
No UJSG Green .....Each .45

Fly Strips

Pork rind strip for fly rod fishing. Thin, easy to manipulate. Length 1½ inches. Width 1/8 inch. Packed 24 strips per jar. Weight per doz. jars 5 lbs.

No. UJM White .....Each .40
No. UJMG Green .....Each .45
Packed 12 jars one kind in carton.

All-Fish Baits

Does not require refrigeration. No odor or waste Packed in glass jars and unaffected by temperature. Retains freshness. Packed 24 jars to a case.

Size Oz.	Type	Wt., Lbs per Case	Per Jar
3	Shrimp	13	4.20
6	Shrimp	20	7.20
12	Shrimp	33	12.00
6	Squid Heads	20	6.00
12	Squid Heads	33	12.00
8	Shiners	27	7.20
3	Grass Shrimp	13	4.20
6	Grass Shrimp	20	7.20
12	Grass Shrimp	33	12.00
3	Night Crawlers	13	4.20

Prices shown are based on Manufacturers list.

Some of many processes which go into production of the Model-Craft kits toybuyers stock in quantity are shown here: LEFT, Top, Kay Stanley checks on bee-hive activity in shipping room, while (Center) artist works carefully on figure for new mold and (Bottom), debates with Mrs. Stanley how curved line will reproduce in casting from mold. RIGHT, Top and Center: Several steps in use of new plastic material are demonstrated by Model-Craft personnel under Kay Stanley's observant eyes, from pouring of molten plastic into form to removal of finished plastic mold for wall plaque making. Bottom view is latest, highly colorful Model-Craft catalog which is boxed in every kit, prompts youngsters and adults to buy other sets and single figure molds from dealers

ONE OF A SERIES OF UNGAR "ANIMONIALS"

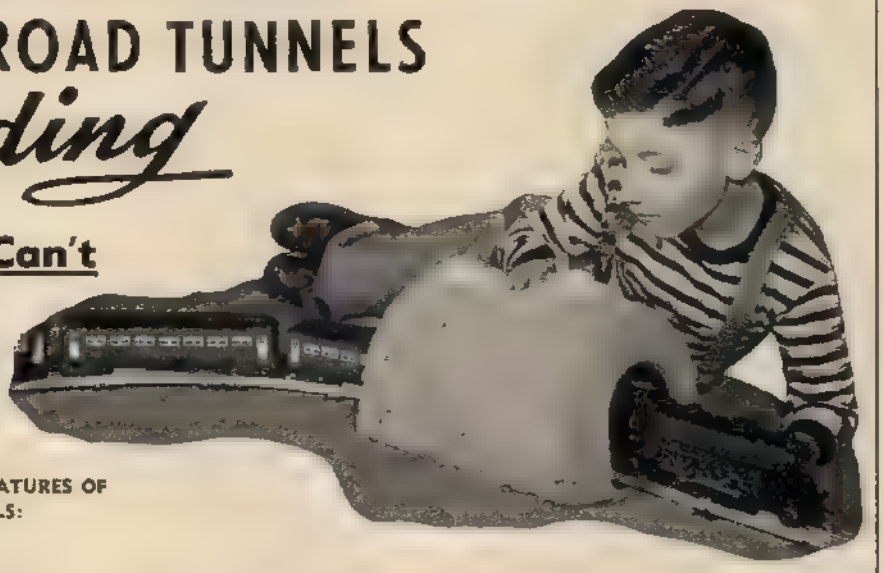
No Worry About Between-Season Slumps

Don't let your sales chart look like this camel's back because of between-season slumps. Ungar Woodburning Sets and Accessories get you over the "humps" with a year-round market of older children and adult hobbyists who'd walk a mile for a fresh supply of Woodburning Plaques and Projects.

WONDERFULLY NEW!

TOY RAILROAD TUNNELS by *Keiding*

Kids Love 'Em—Can't Break Them



IN INDIVIDUAL COLORS, SINGLE OR DOUBLE TRACK SIZE

CHECK THESE SALES MAKING FEATURES OF KEIDING TOY RAILROAD TUNNELS:

- Colors won't rub off
- No rough corners to cut or scratch
- They are strong enough to bear the weight of a husky boy
- Realistically designed
- They're a molded paper product, which means economy for the consumer, large profit margin for you!

Price—Single Track $1.00 list; Double Track $1.50 list.
IMMEDIATE DELIVERY • ORDER YOUR STOCK NOW
PACKED 12 PER CARTON

KEIDING PAPER PRODUCTS CO.
3048 N. 34th STREET, DEPT. 379
MILWAUKEE 10, WISCONSIN

FAMOUS KEYSTONE
MOVIEGRAPHS

KEYSTONE
DOLL HOUSES
WITH TURNTABLE
Patent Pending

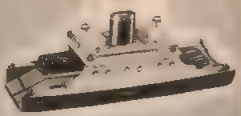
KEYSTONE
GAS STATIONS

KEYSTONE
MECHANICAL TOYS

WHAT'S NEW?
Look in at our Exhibit
Room 442
200 Fifth Ave.

KEYSTONE
FIRE DEPARTMENTS

KEYSTONE "RIDE 'EM" TOYS
THE TRADE MARK "RIDE 'EM"
IS REGISTERED IN U.S. PATENT OFFICE



COMPLETE LINE
MECHANICAL AND
SAIL BOATS

Keystone

KEYSTONE MFG. CO., BOSTON, MASS.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

FAMOUS KEYSTONE
MOVIEGRAPHS

KEYSTONE
DOLL HOUSES
WITH TURNTABLE
Patent Pending

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MECHANICAL TOYS

KEYSTONE
FIRE DEPARTMENTS

KEYSTONE "RIDE 'EM" TOYS
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COMPLETE LINE
MECHANICAL AND
SAIL BOATS

Keystone

KEYSTONE MFG. CO., BOSTON, MASS.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

LIFE-PRESERVER made of STEEL

It's a *real* life saver in an emergency—it's a *Kidde* Fire Extinguisher! ¶ Its steel cylinder holds five pounds of carbon dioxide (CO_2)—an ample amount to kill small fires before they can grow. With its trigger-finger control, it's simple enough for anyone to use. Just swing up the horn—aim at the fire—pull the trigger! ¶ Because CO_2 is non-damaging, non-corrosive, it saves equipment and materials too. It leaves no mess to clean up—it's the *shipshape* extinguishing agent. ¶ Want more information? Just mail the coupon for free literature on *Kidde* Portable Extinguishers—and on *Kidde* Built-in Systems.

Walter Kidde & Company, Inc.
142 Main Street, Belleville 9, N. J.

The word "Kidde" and the Kidde seal are trademarks of Walter Kidde & Company, Inc

Kidde

Walter Kidde & Company, Inc.
142 Main Street, Belleville 9, N. J.

Gentlemen:

Please send me literature on *Kidde* portables and extinguishing systems for yachts and motorboats.

Name . . . . . .

Address . . . . . .

City . . . . . State . . . . . .

Projectors for all year fun

TELEVUE KIDDY PROJECTOR, FILMS 2.59

Easy-to-work projector of Red plastic, approved by Underwriters Laboratories, Inc. 6-watt lamp, 6-foot cord, 110-120 volts, A. C. or D. C. Current. Cardboard box converts into theater and screen. 1 film included 4 ¾x3 ¼x3 ¾-in. See film below, 20 frames in each.

35 Y 6500—Shipping weight 1 lb. 6 ounces..... 2.59
Tom Thumb, Koko's Trip, Jack-Jill, Winking Willie

35 Y 6502—Shipping weight 3 ounces..... 4 stories 89c
Jack Jill, Rip Van Winkle, Robinson Crusoe, Jingle Bells.

35 Y 6501—Shipping weight 3 ounces..... 4 stories 89c
Snow White, Owl & Pussy Cat, Riding Hood 3 Lil' Pigs

35 Y 6503—Shipping weight 3 ounces..... 4 stories 89c

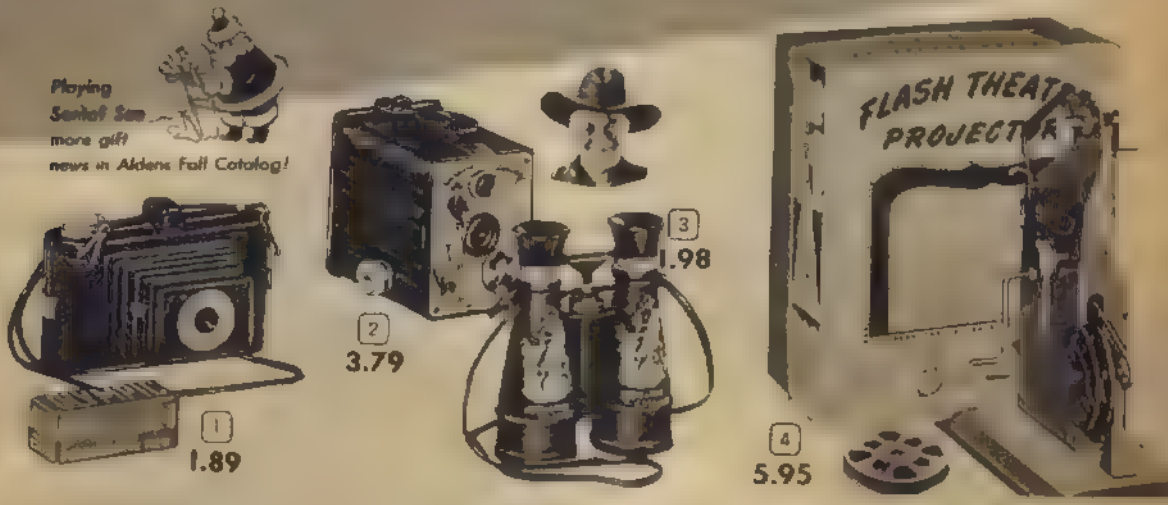
"PREP" PROJECTOR—COLD LIGHT! 16.95 1.70 down

EXCEL'S EXECUTIVE COLD LIGHT! can't burn fingers—no moving parts to hurt little hands—all mechanism enclosed. Pictures accurately centered—easily adjusted framing device. 2-in. optically ground doublet projector lens. No threading instructions needed. 200-foot side thread reel. 400-foot capacity. 110-volt, A. C. constant speed, 60-cycle electric motor. Underwriters Laboratories, Inc. approved. Professional finish tan "hammertone" metal case.

35 Y 6514E—Ship. wt. 7 lbs..... 1.70 down. 16.95
16MM film: Charley Chaplin, Snub Pollard, Felix the Cat, Mutt and Jeff, Walt Disney, Hal Roach films.

35 Y 6511—16mm 1000 ft. Ship. wt. 6 oz..... 1.98

Playing Santa? See more gift news in Aldens Fall Catalog!



1 — 1.89

2 — 3.79

3 — 1.98

4 — 5.95

LOW-COST HERCO CAMERA 1.89

It's designed to take 12 clear, fast and accurate candid-type pictures. Eye-level viewer, ready-action automatic res-set shutter. Meniscus lens. Plastic body. An inexpensive way to teach your child how to work a camera, help develop a fun-packed life-time hobby.

35 Y 6504—Ship. wt. 12 oz. 1.89
No. 127 Film for above, 12 exposures
353 Y 6505—Ship. wt. 3 oz. 2 rolls 49c

HOPALONG CASSIDY HITS! 1.98 up

"HOPPY" BOX CAMERA for boys, girls 8 clear, pictures on 120 film. Size 2 ¼x3 ¼-inch. Time, instant exposure, view finder. Plastic case, steel lens frame.

35 Y 6516—Box camera. Postpaid 3.79

"HOPPY" FIELD GLASSES. Precision built 3 8 power, center screw focusing, wide field of vision. Black crinkle finish of light-weight metal, shoulder strap.

35 Y 6509—Field glasses. Postpaid 1.98

NEW 8MM PROJECTOR 5.95

Thrifty 8 mm projector. Red enamel finish. 2 conventional batteries inside. Crank handle, light included. Cardboard box converts into screen. Includes 25 feet roll of 8 mm film. Films below.

35 Y 6506—Ship. wt. 4 lb. 3 oz. 5.95

8mm FILM. Charley Chaplin, Snug Pollard, Felix the Cat, Mutt and Jeff, Walt Disney, Hal Roach films for projector.

353Y6513—8mm 5ft. Ship. wt. 6 oz. 1.39

Develop creative talents early!

Special wood burning, foil writing sets

2-PURPOSE SET 1.79 23-pc. set

- Electric pen point comes off—easy to clean, repair
- 6 plaques! 6 color foil sheets
- 6 paints—brush, water dish

1. Burn designs on wood—paint in 6 colors! Underwriters' approved pen; 6 assid. design 3-ply basswood plaques; pallette with 6 tablets, brush, 6 sheets color leaf foil; metal water dish, transfer sheet; sandpaper. Instructions on cover. Pen operates on 110-120 volt, AC/DC
35 Y 6450—Wt. 1 lb. 10 oz. 1.79

3-PURPOSE SET 2.79 31-pc. set

- 110-120 volt AC/DC electric pen 3 brass points
- 2 leather coasters to tool
- 10 plaques! Transfer! 6 foils
- 6 water colors, brush, pan

2. Woodburning, foil writing and leather tooling set—gives child more creative freedom! Underwriters' approved set also has sandpaper. 3-ply basswood plaques alphabet transfer sheet, color leaf foil. Instructions on box
35 Y 6451—Wt. 2 lb. 4 oz. Set 2.79

5-PURPOSE COMBINATION SET 4.59 56-pc. set

- 110-120 volt AC DC electric pen—4 extra points
- Rich leather comb case, bookmark to tool for gifts
- Make dad a tie-rack—use plaque and sturdy dowel rod
- 4 cans of colored sand—12 gay pictures to paint
- 14 design plaques—coping saw—bottle of glue
- 6 tablet artist's pallette—2 fine hair brushes
- Comes in 16x10 inch double-tray leatherette chest

3. Make handsome gifts, pictures for your room! Initial all your possessions! You can use deluxe set 5 ways (1) burn wood designs, paint them, (2) saw cut-outs (3) tool leather, (4) create sand pictures (5) transfer initials, designs. Set includes all pieces above plus sand paper strip, instructions. Underwriters approved.
35 Y 6452—Ship. wt. set 3 lb. 14 oz. 56-pc. set 4.59

WOODBURNING PLAQUES 10/89c

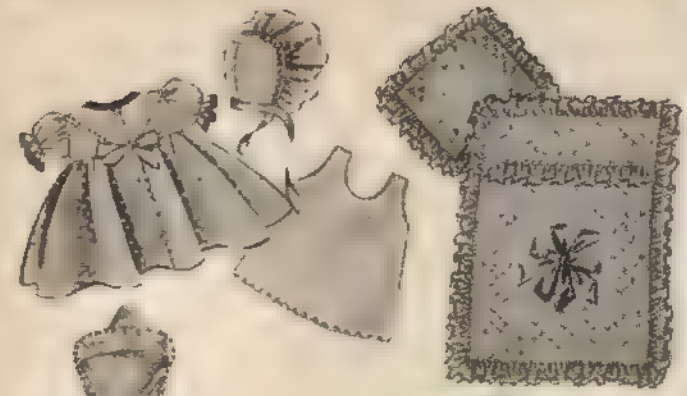
4. Woodburning plaques keep children's creative talent growing! Sturdy 3-ply basswood plaques in fresh, new assorted designs—cost so little at Aldens, save you so much
35 Y 6453 10 for 89c
Shipping wt. 12 oz.

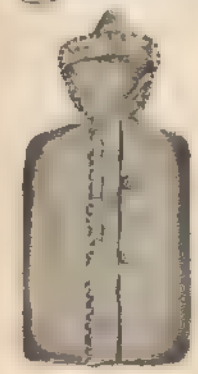
COWBOY-INJUN' MOLD SET 1.79

5. Brand new way to play cowboys 'n Injuns—he'll love it, learn from it! Has plaster, 4¼-in. high rubber molds for 2 cowboys, 2 Indians and horse—6 colors to paint them realistically. Plaster is ready to paint in 40 minutes.
35 Y 6454—Wt. 3 lb. 11-pc. set 1.79

AUTO MOLD SET 1.79 14-pc. set

6. Make a real speedster! Plaster set molds any model car—has real rubber wheels to put on! 6 colors of rubber molds about 5-in. long—station wagon convertible, plane, racer, sedan, trailer, panel and semi-trucks.
35 Y 6455—Ship. wt. 3 lb. 14 oz. Set 1.79





DOLL CLOTHING HEADQUARTERS

removed to our greatly expanded and re-equipped plant

122 HARRISON PLACE
BROOKLYN 6, N.Y.

HEGEMAN 3-2910

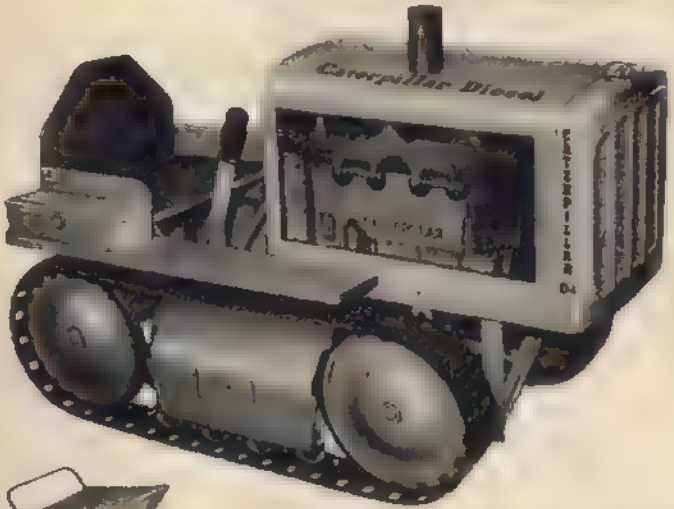
The New, Large Shillman Line will be shown at the Toy Fair Room 543, Hotel McAlpin

SUN-JOY-TOY LINE

M. & S. SHILLMAN

GENUINE *BOY-SIZE* "CATERPILLAR"!*

(Patents Pending)



SCALE MODEL of the FAMOUS "CATERPILLAR"* MODEL D-4 DIESEL

Authorized by the

CATERPILLAR TRACTOR CO.

*Trade Name Reg. U. S. Pat. Office

Runs and steers just like the big one! Bull-dozer blade and tractor attachments!

Size: Length—3 feet
Width—19½", Height—22"

Model DS-2 with Roadster-Style Folding Top

"New London" QUALITY Toys

Sturdy tempered steel DOLL STROLLERS with OUTSTANDING QUALITY Features

Represented by

PERLMUTTER & BAUM, Room 207, 200 Fifth Ave., N. Y. 10, N. Y.
J. JACKSON SALES CO., Merchandise Mart, San Francisco 3, Cal.
HERBERT SIERK & CO. 207 Canton St., Dallas, Texas

NEW LONDON METAL PROCESSING CORP.
NEW LONDON, CONN.

Model DS-1 All Steel Stroller

KILGORE POLYTHENE HOLSTERS . . . MADE TO OUTLAST A LIFETIME OF PLAY!

NOW WITH NEW WIDE BELT

For attractiveness, durability and service, Polythene holster sets offer more basic quality than those made of any other material. Rough treatment, hard use, and even exposure to the elements will not affect their finish or shape. Molded in one strong piece—no seams to rip out. Easily cleaned with soap and water. True western design, deep embossing and attractive decoration with studs and jewels is now further enhanced with beautiful 3" wide belt, as shown. Beautiful contrasting colors—black sets with red trimmings, red sets with ivory trimmings, ivory sets with red trimmings. Choice of 5 different pistols—or holster and belt without pistol. All individually boxed. Very attractive prices—single pistol sets retail from $2.95 to $4.25, double pistol sets from $4.19 to $6.75. WRITE FOR COLORED ILLUSTRATIONS AND PRICES.

Available with these 5 PISTOLS

NO. 205 GRIZZLY
SIX SHOOTER MODEL

NO. 227 EAGLE
SIX SHOOTER MODEL

NO. 208 BRONCO
SIX SHOOTER MODEL

NO. 310 KIT CARSON
50-SHOT REPEATER

NO. 407 BUCK
SINGLE SHOT MODEL

KILGORE ACCESSORIES FOR THE YOUNG BUCK-A-ROOS

No. 2 Wild West Spurs

Wild West Spur Set finished in sparkling "Silver" or 24 Karat Gold. Very accurately detailed—features beautiful 1½" deep shank design. Large size spinning rowels. Sturdy bee chains. Polythene boot straps decorated with nickel plated studs and red jewel. Straps have 3 size adjustments. Each set boxed. Big value at $1.25 for "Silver" finish.

No. 4 Wild West Cuffs

Wild West Cuff Set—made of tough, pliable Polythene that stands up under abuse, neglect and hard use. Retains shape. Beautifully decorated with stamped gold flower and brands, nickel plated studs and red jewel. Permanent colors—Black, Ivory and Red. Each set boxed. Retails about $1.50.

DOUBLE SETS, TOO!

A big, handsome set that will please any cowboy. Includes two holsters and two pistols. Choice of any of the above 5 pistols. Each set in individual sales box.

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

FACTORY OFFICES
Room 1116 Empire State Bldg. New York
Room 14-102 Merchandise Mart Chicago

KitchenAid

REG. U. S. PAT. OFF.

FOOD MIXERS AND SPECIAL ATTACHMENTS

KitchenAid is distinguished from all ordinary food mixers by the COMPLETENESS of its performance. A KitchenAid has the POWER to sail through the heavy tasks as well as the light, easy ones.

4902ET-3603—Standard Electric Food Mixer

This KitchenAid Mixer is the answer to many cooking and mixing problems, and has many outstanding advantages. Built-in power unit (¼ H.P.) has sealed-in lubrication—good for lifetime use. Full, constant, quiet power on each of ten speeds and governor controlled intermediate speeds. Horizontal power shaft will operate all attachments except the dough hook. Complete with 4 qt. heat resisting glass bowl which screws rigidly into base in one-quarter turn, and all purpose beater. Unit has white, baked-on enamel finish and chrome plated or stainless steel parts.

Established Retail $34.00

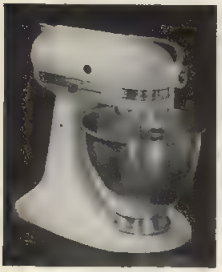
All KitchenAid Mixers can be obtained for 220 Volt Operation on special order at the same prices as the AC models. Mark order plainly.

KitchenAid Retail Prices are set in accordance with Fair Trade Agreements.

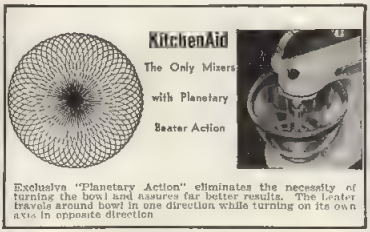
4782ET-3837—Standard Electric Food Mixer With Juicer

Only the new, popular priced KitchenAid Mixer places these outstanding advantages within reach of every home. Full, constant, quiet power on each of ten speeds and governor controlled intermediate speeds. Built-in power unit (⅓ H.P.) has sealed-in lubrication—good for the life of the machine. KitchenAid becomes an efficient servant when used with attachments shown on page. Horizontal power shaft will operate all except the dough hook. Complete with 3 qt. heat resisting glass bowl which screws rigidly into base in one-quarter turn, all purpose beater and juice extractor of glass and plastic. Unit has white, baked-on enamel finish and chrome plated or stainless steel parts.

Established Retail $37.50



Deluxe Electric Food Mixer



Exclusive "Planetary Action" eliminates the necessity of turning the bowl and assures far better results. The beater travels around bowl in one direction while turning on its own axis in opposite direction

Family Size Electric Food Mixer

4781ET-5906—KitchenAid assumes a hundred-and-one different, exacting tasks at a snap of the switch . . . KitchenAid becomes a complete kitchen servant with the special attachments listed below . . . operating on the horizontal power shaft with power to perform light or heavy tasks with equal ease and efficiency. Self-lubricated motor (¾ H.P.) has ten definite speeds and governor controled intermediate speeds. Base has white enamel finish. Complete with 4 qt. steel mixing bowl, wire loop whip and flat beater. Uses all attachments shown below.

Established Retail $82.50

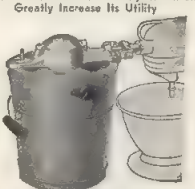
4826ET-6640—The Family Size KitchenAid has been specially designed to serve the requirements of the busy mother either on the farm or in the metropolitan home. Its capacity and power assure the completion of the heavy tasks. With unmatched skill, KitchenAid features offer consistent fidelity to recipes in both large and small quantities. Has Universal Type Motor capable of developing ¾ H.P. on heavy loads. Ten definite speeds full planetary beater action. Zinc die castings beautifully enameled, finished either in white enamel. Equipped with one 5 qt. tinned steel Mixing Bowl, one Wire Loop Whip, one combination Flat Beater—Dough Knife Kit 17½, Beat 11" x 12". Weight 26 lbs.

Established Retail $99.50

4981ET-591—Juice Extractor for above. All metal.
Established Retail $9.25

4981ET-591—Juice Extractor for above. All metal.
Established Retail $9.25

KitchenAid Attachments Fit Any Model and Greatly Increase Its Utility



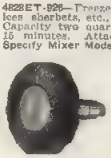
Ice Cream Freezer

4828ET-826—Freeze delicious ice cream, ices, sherbets, etc., without hand cranking. Capacity two quarts; freezing time about 15 minutes. Attaches directly to Mixer. Specify Mixer Model When Ordering.

Established Retail $14.50

4783ET 1309
Disk type
Vegetable Slicer
Estab. Retail $20.50

4785ET-640
Rotor type
Vegetable Slicer
Estab. Retail $10.00



4787ET 320
Silver Buffer
Estab. Retail $5.00

Dough Hook	Estab. Retail
4781ET-185—To fit 4781ET-5906	$1.65
4827ET-853—To fit 4826ET-6640	3.95

4786ET 671
Food Chopper Set
Estab. Retail $10.50

4789ET-271
Oil Dropper
for mixing
Estab. Retail $4.25

KitchenAid Is Distinguished by the Completeness of Its Performance

Thrilling Sport for Youngsters and Oldsters with

Klepper Boats

AT HOME ON ALL WATERS

◄ PORTABLE

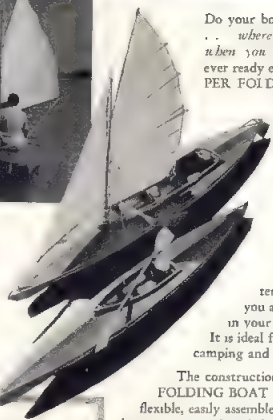
The KLEPPER BOAT folds completely into two weatherproof traveling bags, which make light weight small bundles, easily carried by one person. Readily transported by car, bus, train or plane. Can be stowed in average boat locker

IDEAL SAILER ►

KLEPPER FOLDING BOATS are fine for sailing. Complete sailing rig available, including spars, rigging, mainsail, jib, lee boards and rudder

WITH MOTOR ▲

The KLEPPER FOLDING BOAT is designed to permit use of small outboard motors.



Do your boating *how you like . . where you like . .* and *when you like . .* with an ever ready easily carried KLEPPER FOLDING BOAT. You can shoot the rapids, paddle, sail or speed with an outboard motor, explore upper reaches of enchanting streams and rivers, in fact you can boat on any water reachable by foot, car or plane. Within ten minutes of arrival you are afloat and happy in your KLEPPER BOAT. It is ideal for fishing, hunting, camping and racing.

The construction of the KLEPPER FOLDING BOAT consists of a tough, flexible, easily assembled hardwood frame, having rustproof nickel alloy fittings, over which a specially designed water-tight hull skin is snugly fitted.

KLEPPER FOLDING BOATS have proven themselves in the cabin on the Arctic and Antarctic as well as in the yard boat of the yacht.

PERFORMANCE

1928—Capt. Bieger crossed the Atlantic in 58 days in a KLEPPER FOLDING BOAT
1932 German Mount Everest Expedition used KLEPPER FOLDING BOATS and other KLEPPER PRODUCTS
1936 At Olympic Games KLEPPER FOLDING BOAT won all 4 medals for canoes.
1937 World Kayak Contest in Zoppot. KLEPPER FOLDING BOATS won Grand Prix
Admiral Byrd Antarctic Expedition, Bowdoin and the Bicentennial Expedition, KLEPPER FOLDING BOATS on their various expeditions

DIMENSIONS

DOUBLE SEATER

17 feet overall, 36-inch beam, 9-inch freeboard, 11-inch draft. Weight 56 lbs

SINGLE SEATER

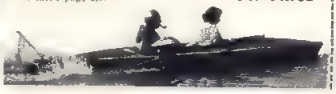
14 feet 6-inches overall; 26-inch beam, 9-inch freeboard, 4-inch draft. Weight 44 lbs.

KLEPPER *In business since 1825*

KLEPPER FOLDING BOATS and world famous PRODUCTS have been sold in the United States since 1911

KLEPPER LIGHT WEIGHT RAINCOATS—scientifically ventilated for your comfort. See advertisement page 236

TOP QUALITY—LOW PRICE



See the KLEPPER FOLDING BOATS and action films at our Booth 405-406, N. Y. Boat Show. Jan. 6 to 14th

KLEPPER COMPANY
Roger Williams Building
28A East 31st Street
New York 16, N. Y.
Telephone MU 3-5488

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Suggested Retail
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Suggested Retail
$1.19

INDIVIDUAL EGGS
Suggested Retail
10c, 20c, 30c, 50c.

CHICK IN SHELL
Suggested Retail
25c

4-PC. DUCK FAMILY
Suggested Retail
$1.00

STANDING ROOSTER
Suggested Retail
19c.

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Write for Illustrated Catalog

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SHOWROOMS: Room 302, 1107 Broadway, New York City.

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America's Premier Line of Exclusives!

NEW IDEAS! • NEW DESIGNS!
for 1950

Some of Our EXCLUSIVE Trade Marked and Patented Items for DISCRIMINATING Buyers .

"SLEEPY-HEAD"
J. S. Pat. No. 124311

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"KUDDLES"

"PUDGY"

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The Personality Clown"
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"BILLY —
The-Lucky-PUP"

"FLUFFY"

"ROLO TOYS"
and others

See Them At Our Showrooms:

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KNICKERBOCKER TOY CO., Inc.

10-day Trial Offer

A real personalized gift . . the sensational CRAFTSMAN Shaver with his own initials

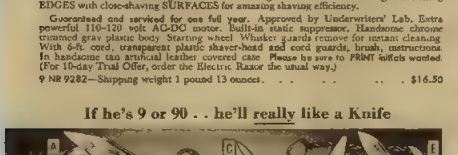
Your money back if this great new CRAFTSMAN Shaver doesn't give him the finest shaving he's ever known! Really a marvelous Christmas gift for any man. Now offered with initials for the first time . and at no extra charge! See how Sears price saves you money! **$16.50**

Forget all your old ideas about electric shavers. Here is a new, improved type that will give him electric shaves such as he never believed possible. New double-action square head AND two round heads give maximum shaving surface . . . combine long-hair cutting EDGES with close-shaving SURFACES for amazing shaving efficiency.

Guaranteed and serviced for one full year. Approved by Underwriters' Lab. Extra powerful 110–120 volt AC-DC motor. Built-in static suppressor. Handsome chrome trimmed gray plastic body. Starting wheel. Whisker guards remove for instant cleaning. With 6-ft. cord, transparent plastic shaver-head and cord guards, brush, instructions. In handsome tan artificial leather covered case. Please be sure to PRINT initials wanted. (For 10-day Trial Offer, order the Electric Razor the usual way.)

9 NR 9282—Shipping weight 1 pound 13 ounces. $16.50

If he's 9 or 90 . . he'll really like a Knife



A Hopalong Cassidy Knife. A beauty! Hopy's picture on plastic handle and on strap. 2 blades and screw-driver-bottle opener. Wt. 4 oz.
9 N 9550 . . . 3¾-in. **89c**

B Push Button Knife. Plastic handle, simulated white pearl. Push button—blade springs open. Safety lock. Wt. 5 oz.
9 N 9495—4¼ in. . . **89c**

G Push Button Knife with Chain. Simulated white pearl plastic handle. Push the button, and blade springs open. Safety lock. Shpg. wt. 3 oz.
9 N 9502—2¾ in. . . **95c**

D CRAFTSMAN 2-blade Pen Knife. Handy vest-pocket size. Handsome simulated bone stag handle. Shipping weight 4 oz.
9 N 9518—2¾ in. . **95c**

E CRAFTSMAN Outdoor Knife. Blade, punch, screwdriver, bottle and can opener. Simulated stag handle. Wt. 6 oz.
9 N 9467—3¾ in. **$1.45**

F CRAFTSMAN 5-blade Outdoor Knife. Blade, punch, can opener, bottle opener, regular and Phillips screwdrivers. Plastic stag-type handle. Wt. 5 oz.
9 N 9513—3¾ in. **$1.79**

G CRAFTSMAN 3-blade Pocketknife. Clip, pen and spay blades. Handsome stag-type plastic handle. Brass linings. Shipping weight 3 oz.
9 N 9472 . . . 3¼ in **$1.79**

H CRAFTSMAN 4-blade Cattle Knife. Really a beautiful knife. Handsome stag-type plastic handle. Brass linings. Shipping weight 5 ounces.
9 N 9469—3¾ in. . **$1.79**

J CRAFTSMAN 3-blade Premium Stock Knife. Attractive genuine bone stag handle. Nickel-alloy bolsters, brass linings. Shipping weight 5 oz.
9 N 9470 . . . 3½ in **$1.79**

K CRAFTSMAN 3-blade Pen Knife. Beautiful new serpentine pattern with yellow plastic handle. Nickel-alloy bolsters; brass linings. Weight 3 oz.
9 N 9504—2¾ in **$2.89**

L CRAFTSMAN 3-blade Pen Knife. Beautiful genuine mother-of-pearl handle Spear, pen and nail file blades. Wt. 4 oz.
9 N 9465—2¾ in **$3.75**

M CRAFTSMAN Deluxe 3-blade Pen Knife. Our finest! A masterpiece of the knife-maker's craft. Pen, file and scissors blades. Genuine mother-of-pearl handle. Wt. 6 oz.
9 N 9476—2¾ in. **$7.45**

A beautiful new Sewing Set
Every scissors she needs—in one set

Any woman who sews will be delighted with a gift like this. Replace her old, worn scissors and shears with this beautiful new set. CRAFTSMAN Pinking Shears are a marvelous new type; we believe they are finer than ANY other pinking shears; have solid stainless steel blades with no plating to wear off; new ball-and-socket joint for super-smooth action; life-lubricated bearings; comfortable plastic-covered handles; pink all the way to the tips.

CRAFTSMAN Sewing Shears and Embroidery Scissors are the very TOP in quality, have "Tru-Curve" deep hollow grind for super-smooth cutting (to our knowledge, NO other shears have grinding like this); forged high-carbon steel with nickel-plated blades and black enameled handles. Set includes 9¾-in. pinking shears, 7-in. straight-handle sewing shears, 5½-inch and 3½-inch embroidery scissors.

9 N 9829 **Complete Set.** Shipping weight 1 pound 12 ounces. . . . . **$9.**
9 N 9838—**Sewing Shears only.** Shipping weight 6 ounces. **$1**
9 N 9831—**Pinking Shears only.** Shipping weight 1 pound. . . . . .
9 N 9842—3½ in. **Embroidery Scissors only.** Shipping weight 3 ounces. . .
9 N 9840 –5½ in. **Embroidery Scissors only.** Shipping weight 4 ounces . . .

Six more grand gift ideas in quality Cutlery

N Hunting Knife. You'd expect to pay much more for this quality. 3½-inch saber-ground high carbon steel blade. Red plastic horn-type handle. 7 inches long over all. In leather sheath.
9 N 9530—Shipping weight 5 oz.,. . . **95c**

P Deluxe Hunting Knife. Mirror-polished chrome vanadium steel blade. Rust-proof metal guard and butt. Leather-ring handle with colored plastic decorations. In beautifully embossed top-grain leather sheath. Shipping weight 8 ounces.
9 N 9531 . 4½-in blade . . **$1.79**
9 N 9532 . 4¾-in blade . . **$1.85**
9 N 9535– 4¾-in. blade . . **1.89**

R Imported Finnish Hunting Knife. Our finest. Real super quality. "Made in Finland" beautifully etched on the 5¾-inch blade. Beautiful "Conlite" plastic handle in assorted colors. Rust-proof brass butt plate. 7¾ inches long over-all. With hand-sewn tooled genuine leather sheath.
9 N 9544—Shipping wt. 7 oz.. . . . **$2.75**

S Hunters' Knife, Axe and Sheath Combination. Axe is 10¼ in. long, hickory handle. 7-in. knife has 3¼-in. saber-ground high carbon steel blade, red plastic horn-type handle. Tan leather axe-and-knife sheath.
9 N 9496—Shpg. wt. 1 lb. 8 oz. . **$2.**

T 11-piece Carving Set. 5¾-in. plastic handle, chuck. 10 tools (3 carving knives, 2 gouges, 2 routers, saw, pusher, scratch awl). Plastic covered box.
9 N 9507—Shpg. wt. 12 oz. . . . . **$1.**

CRAFTSMAN Razor Blades. Your money back if they don't give a better shave than you've EVER had with any other make of blade! In SLIDE-PAK. Postpaid.
U 9 N 9304 - 50 double-edge **High Carbon Steel Blades.** (Wt. 8 oz.) **9**
V 9 N 9308– 25 double-edge **Stainless Steel Blades.** Even better than blades above. No wiping! No rusting! 20 per package. GUARANTEED from blades or money back! (Wt. 5 oz.). . **$1.**

See page 283 for details on Easy Terms

MORE PAGE 269 . . CUTLE

4 GREAT STARS!

TO BUILD YOUR WESTERN SALES

Roy Rogers*

*Starring in Republic Pictures

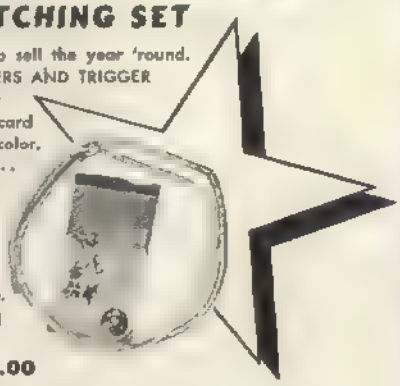
The really BIG NAME in Western Goods merchandising—Star of movies, radio, television and rodeo . . . THAT'S ROY ROGERS, whose name is the buy-word of American childhood!

Roy Rogers ROUND-UP KIT

Complete, colorfully packaged western "kit", including Official holster with gun; "branding" iron set; trick lasso, western-type spurs, membership card in ROY ROGERS RIDERS CLUB, full color, autographed picture of ROY & TRIGGER . . . TO RETAIL AT **$2.98**

Roy Rogers HORSESHOE PITCHING SET

A 10 piece INDOOR-OUTDOOR set to sell the year 'round. Includes rubber horseshoes with ROY ROGERS AND TRIGGER autograph brands; outdoor pegs; indoor pegs with rubber bases; membership card in ROY ROGERS RIDERS CLUB . . . full color, autographed picture of ROY & TRIGGER . . **$1.39**—RETAIL PRICE.



Roy Rogers TRICK LASSO

A real popularly priced drawing card and constant repeater for every store. Any child can learn to spin it and do real cowboy rope tricks. Autographed picture of ROY ROGERS in every colorful package. Thousands sold at low RETAIL PRICE—**$1.00**

NOW—Put the magic of the ROY ROGERS name behind your merchandising program . . . these three popular KNOX-REESE Stars "belong" where TURNOVER and LONG PROFIT are both in the picture. ORDER TODAY for immediate or future deliveries.

KNOX-REESE MFRS. • 503 N. 62nd St. • Phila. 31, Pa.

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my mouth OPENS and CLOSES
HOWDY DOODY
happily joins our family o
famous Press-Action Toys
The smash hit for 1950
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KEEP cool with Kool-Aid. It's easy and economical. There's an oasis of soothing refreshment in every polar pitcherful. Try these frosty, flavorful Kool-Aid ice box treats: Luscious frozen desserts; fascinating home-made frozen suckers for children. Six delicious flavors to choose from. Recipes on every package.

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*Kool-Aid" is a Registered [illegible] mark of

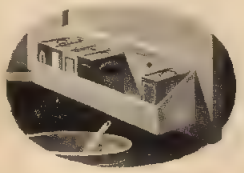
Slick Tricks

A clear plastic pillow cover used as a rag or scrap bag keeps all pieces visible, and eliminates pulling out everything to find a blue patch or a red scrap for a doll dress.—*Mrs. R. L. Davis, Jr., Washington*

A ball point pen that has gone dry is ideal for tracing embroidery transfers. Doesn't tear the pattern as a pencil does.—*Lila Walenjus, Michigan*

Protect your dresser top from lotions and perfume by placing a layer of cellophane under the dresser scarf.—*Mrs. Carl Hanson, Minnesota*

Saw down the front of a 2-pound wooden cheese box, enamel to match



cupboard, and hang inside cupboard door. It's just the right size to hold spice cans.—*Mrs. Louis Wilhite, Illinois*

Hang pillow cases (open ends at top) at intervals when hanging out the wash. When you bring in the clothes, a pillow case makes a handy bag to carry socks, hankies, and the like.—*W. S., New York*

Store matching buttons, cut from an old garment, between two strips of transparent tape. The buttons can be seen at a glance, and individual buttons can be snipped off the strip as needed. —*Mrs. Charles Furlow, Arkansas*

A meat baster, with its glass tube and rubber syringe top, makes a handy gadget for watering plants, especially those in the base of a lamp or hanging on the wall.—*Thelma Vesser, Nebraska*

If your children scribbled on the wallpaper with wax crayon, use fine steel wool to remove markings. They will disappear with little damage done. —*Mrs. O. R. Mottaz, Jr., Illinois*

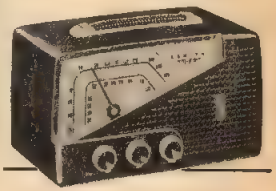
We pay $5 upon publication for original Slick Tricks. Because of the many contributions to this department, we cannot

No More Summer Static!

Super-Sensitive Zenith FM

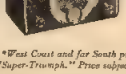
Reaches far beyond ordinary FM . . . gets you more programs, beautifully clear day or night! Brings in your favorites where AM radios and many FM sets are practically useless. Plus sports, news, weather, market reports, music, available *only* on FM stations.

Exclusive Zenith tuning circuits prevent fading, drifting. *Zenith-built speakers* assure you FM tone at its best. *Built-in Zenith FM antenna* ends need for outside aerial in primary signal areas! ***You must hear this new Super-Sensitive FM to believe it—now at your Zenith dealer's.***



New Zenith® "Super-Triumph"
With new Super-Sensitive FM plus Long Distance AM. Built-In FM/AM antennas. Flexo-Grip handle. Extra-quality Alnico-5 speaker for maximum fidelity. Rich swirl walnut plastic cabinet. AC, DC. Only $59.95*

New Zenith "Major"



Super-Sensitive FM only. Terrific performer, with big set power and tone. Walnut plastic cabinet. AC-DC. Only $39.95*

*West Coast and far South price slightly higher on the "Super-Triumph." Price subject to change without notice.

ZENITH
THE ROYALTY OF RADIO AND TELEVISION
RADIO and TELEVISION

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Over 30 Years of "Know How" in Radio ONLY

Six Tennessee 4-H girls talk it over "up in Polly's room." On beds, left to right: Polly, Angeline, Peggy, Pat, Moonyean. On floor: Frances and Elsie.

←

had worked out a pretty good system. "Because," Elsie said, "before I was 12, and started winning 4-H cash prizes, I really wasted money. I'd just ask Dad to give out for shows and ball games and candy." Then Elsie grinned: "But when I started spending my own money, I sort of lost my appetite for too much candy and shows."

I wondered if Elsie's dad always gave her just what she wanted. "Not always," Elsie told me. "That's when I'd sulk. Honestly, I believe it would have been easier on Dad if I'd been on so much a week."

"That's *right*," 15-year-old Pat Parker said earnestly. "Mother and Dad always gave me a certain amount every month, and it worked out fine."

Her dad has an appliance store: "But that doesn't make me different from Moonyean or Elsie. Because farmers are our customers, and when their crop brings a good price, they buy. Otherwise, they don't."

Pat's family has a meeting in the living room once a month, to talk over expenses. In addition to the usual things, part of Dad's profit goes into insurance that will send Pat and her brother to the University.

Since Pat has had her own bank account for several years, I asked her how the Parkers figured out her share.

Pat explained that she jotted down what she spent for a whole year. "Then I added it up and averaged it. That told me about how much I'd need."

Pat buys her own clothes, school books, sodas, movies. Of course, on occasion, she'll ask her mother: "What do *you* think?" But being on her own, Pat has learned two things for sure: not to spend more than she has, and to pass up another silk scarf now for the sake of a blouse later on.

As a girl gets older, she seems to need more clothes and fixings. So I asked Pat if she needed more money now than she used to.

Pat shook her head. "Less from Dad. Now I earn my own."

Well, here we were on the subject of *earning* money. Not only Pat, but the others, too, have found ways to turn up extra half-dollars here and there. "In summer I sometimes make over $100 packing tomatoes," Pat said. "I babysit—except on basketball nights. And I work for Dad two afternoons a week."

"You get pay for *home* chores?"

Pat bobbed her short curls. "For the *extra* things I do."

At this point Elsie interrupted: "If I want to take the place of a hand, my

You can make

PEACHIER JAM

faster with CERTO

Peachier Jam?—Yes, indeed with Certo! For Certo is a highly concentrated fruit pectin product . . . makes fruits jell with just a *one-minute boil!* Jams taste richer—*keep* their lovely natural flavor, fragrance, and color because they don't boil away. You average *50% more* from the same amount of fruit, too. Over 80 tested recipes with every bottle.

TRY THIS SPICY VARIATION!

Spiced PEACH Jam

4 cups prepared fruit
¾ teaspoon each—cinnamon, cloves, and allspice
¼ cup lemon juice
7½ cups sugar
1 bottle Certo

To prepare the fruit. Peel and pit about 3 pounds ripe peaches. Grind. Measure 4 cups into a large saucepan; add spices and lemon juice.

To make the jam. Add sugar to fruit in saucepan and mix well. Place over high heat, bring to a *full rolling boil*, and *boil hard* 1 *minute*, stirring constantly. Remove from heat and at once stir in Certo. Stir and skim by turns 5 minutes to cool slightly. Ladle quickly into glasses. Paraffin at once. Makes about eleven 6-ounce glasses

For Homemade PEACH JAM—leave out the spices.

THERE'S MAGIC IN THE WORD HOMEMADE

A Product of General Foods

Tots' Toys... New Krazy Ike Circus

GAY AND ENTERTAINING FAVORITES FOR LITTLE CHILDREN

(K) [illegible] pieces from falling out. Box contains four puzzles. Duck, Elephant, Rabbit and Pony. Each picture is 4¼ x 6¼ in. All are attractively colored.
[illegible] 1.33

(P) [illegible] Blocks (3 to 6 yrs.) [illegible] 1 29

(R) [illegible] Sound A Ball (1½ to 2½ yrs.) [illegible] toy. They just [illegible] ball bound hole at [illegible] with the sturdy [illegible] hole rings [illegible] Ship. wt. 1 lb 7 oz. . 79c

(T) [illegible] and board and them in center slits to form [illegible] numbers. Fun for [illegible] to spell and count. Blocks slide easily. Colorful round plastic board is 9½ in. in diameter. Boxed.
45 T 453—Ship. wt. 1 lb 89c

(J) Plastic Wheel Drop (6 mos. to 2 yrs.) A different kind of [illegible] toy. [illegible] smooth plastic [illegible] knit appeal [illegible] that children like. Just [illegible] kit at the side [illegible] multicolored discs [illegible] and then on their stickers as it rolls [illegible] plastic base is 7 by [illegible]
43 T 626 [illegible] 16 oz. .. 1.00

(V) Big Humming Top (1 to 5 yrs.) Just [illegible] and watch the fascinating play of colors as it spins. It [illegible] humming' sound [illegible] 9 in. high [illegible] with attractive design [illegible] in bright colors. Wood shaft underneath [illegible] easy for a child to turn
48 T 411—Ship. wt. 1 lb. 10 oz. ..79c

(W) (X) [illegible] Krazy Ikes [illegible] and [illegible] keep him happy and [illegible] for hours. Pieces are made [illegible] of sturdy [illegible] they're washable [illegible]

NEW KRAZY IKE CIRCUS 2.29

(W) 5 Pc. Krazy Ikes [illegible] with tent, animals [illegible] big 3-ring circus [illegible] heavy cardboard [illegible] artfully decorated with [illegible] cardboard [illegible] 14 in. high [illegible] 2.29

POPCORN CANDY PEANUTS 87c

(X) 11 Pc. Krazy Ikes [illegible] do the instruction sheet [illegible] fit the pieces together and see what happens [illegible] easily and securely. Set includes 44 plastic [illegible] shaped in bright red, yellow and blue [illegible] actions. Instructions.
44 W 12 Ship. wt. 8 oz. 87c

KAZOOKA

Automatic

ANTI-TANK GUN

The Bazooka of the backyard for boys from 5 to 75

- A BIG, LIGHT WEIGHT GUN FOR SNIPERS AND STRAFERS.
- SHOOTS SIX TIMES *RAPID FIRE*, WITHOUT RELOADING.
- POWERFUL MECHANISM PROVIDES LONG RANGE SHOOTING.
- ABSOLUTELY SAFE, INDOORS OR OUT—SHOOTS TABLE TENNIS BALLS ONLY.
- EASY TO OPERATE, NO PUMPING REQUIRED.
- HEAVY PLASTIC AND METAL CONSTRUCTION INSURES LONG LIFE UNDER ROUGHEST COMBAT CONDITIONS.
- STURDY BOX FOLDS INTO BULLS EYE TARGET.

Suggested retail

$2.98

(COMPLETE WITH AMMUNITION)

No. K-90

KUSAN

KOUNTRY FAIR

ACTION BLOCKS

Another KUSAN kreation—fresh and exhilarating as country air. Designed as an action sequel to the famous KOO ZOO BLOCKS.

- *Eight colorful one and one-half inch cubes of sparkling plastic*
- *Exciting motion, Country style!*

Fascinating playmates for the nursery or bath.

- WOODCUTTING CONTEST
- CAT AND DOG FIGHT
- BUTTIN' BILLY GOAT
- COWBOY AND BUCKING BRONCO
- ACROBATIC MONKEY
- CLOWN ON FLYING TRAPEZE
- CHAUNCEY THE PERFORMING CHICKEN
- DEATH DEFYING STUNT PILOT

Smooth rounded corners and sturdy construction for maximum safety and lasting play appeal.

Suggested retail

98¢

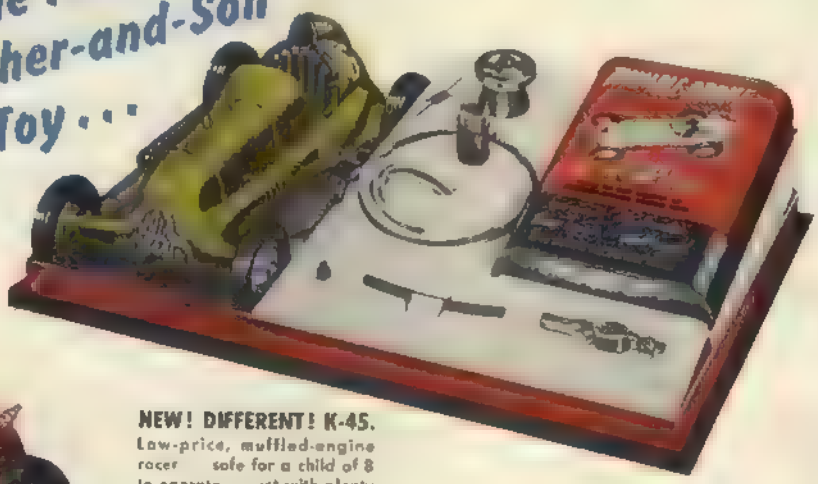
No. K-81

[illegible] KUSAN INCORPORATED NASHVILLE, TENNESSEE

Roy Cox THIMBLE-DROME

WORLD [illegible] FAMOUS
MINIATURE RACING CARS

The Perfect Father-and-Son Toy . . .



S-45. Crawls at 6 m.p.h. or whistles around at 30 with the thrills of 60. SAFE fast fun for all the family. Runs forward or backward. Muffler, lever controlled. **$12.95**

NEW! DIFFERENT! K-45. Low-price, muffled-engine racer — safe for a child of 8 to operate — yet with plenty of racer thrills. Gift package with operating paraphernalia. *Just* **$15.45**

T-45. Tether model with bridle and tether for hand operation. *Only* **$1.98**

K-09. Beautiful gift package with Champion racer and all operating paraphernalia. Age group 10 years up.

Chrome-Plated **$22.95** — Baked Enamel **$19.50**

Since introducing the remarkable O-45 Special Series last December, L. M. Cox Manufacturing Co. has been turning out more engine-equipped toy racers than the combined total of all other manufacturers in the entire world. Why?. because here is a toy car equipped with a fine piece of machinery, yet it is in every sense a true toy for young and old . . . from 8 years up. Get in on this rapidly expanding NEW TOY FIELD with THIMBLE-DROME engine-equipped toys. Send for the 1950 folder today

NEW REDUCED PRICES—ALL CARS DIE-CAST FOR DURABILITY AND DETAIL—BEAUTIFULLY FINISHED IN GLOSSY SMOOTH BAKED ON ENAMEL—DESIGNED AND PACKAGED TO GRACE ANY TOY COUNTER

303-CP-09. Sparkling chrome finish available in all 303 Series models

$19.45

L. M. Cox Mfg. Co.

730 POINSETTIA ST., SANTA ANA, CALIF.

303-C. Champion Tether Model. Almost half a million sold at $3.95. Now **$3.49**

. . . THE MARKET HAS ALWAYS BEEN THERE—BUT THE PRODUCT HAS NOT

Each class of mechanical toys has its following. The O-45 Special cars take care of a large and long-neglected group, with

- —**QUIET OPERATION**—that opens up the tremendous city neighborhood market.
- —**AN ENGINE-EQUIPPED TOY**—the average person can actually start and run
- —**SAFE TOP SPEEDS** requiring no more room than sidewalk, garage, or basement
- —**A FACTORY GUARANTEE** and service policy insuring low cost operation without involving retailer or wholesaler.

WORLD'S LARGEST MANUFACTURER OF ENGINE-EQUIPPED TOYS

LANGLEY - J. A. COXE
SOUTH BEND

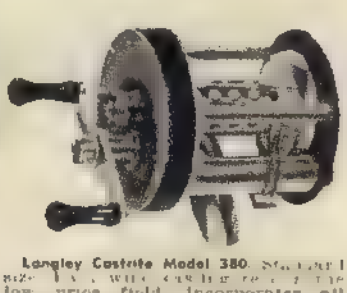
BAIT CASTING REELS

Langley Reelcast Model 508. Size 1. Level wind casting reel, with shell-shaped housing in a natural nickel finish. Features all Langley features at a competitive price. Weight 5 oz. Retail 5.00

No. 16R43. Each. 2 94

Langley Shorty Model 585. Narrow spool tournament type casting reel. Made of aluminum in black anodized finish with anti-[illegible] spool, smooth working [illegible] Weight 8 oz. Retail 6.00

No. 16R50. Each..... 3 53

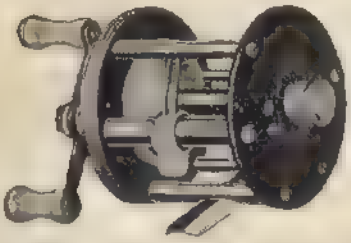


Langley Castrite Model 380. Standard size [illegible] wire casting reel of the low price field. Incorporates all Langley features including Anti-Inertia spool, spool control cap, smooth operating gear mechanism and [illegible] Reel is finished in [illegible] with [illegible] Retail 6.75

No. 16R47. Each 3.97

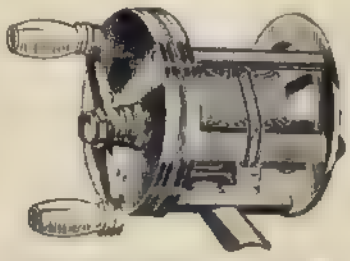
Langley Streamlite Model 310. Level wind casting reel, suitable for [illegible] Made of [illegible] fishing. Its light weight [illegible] ounces [illegible] washers of [illegible] distance lock stops casting with [illegible] Chrome finish on housing, front and end plates. Chrome trim on [illegible] and hand guard. Retail 12.50

No. 16R48. Each 7.35



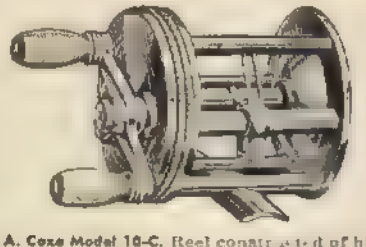
J. A. Coxe Model 95-C. Extra-light reel [illegible] designed for distance casters has noiseless action and performs smoothly. Anodized aluminum head plates, snap-on plastic arbor, adjustable tension, quadruple multiplying with silent spiral gears. Weight 4½ oz. Retail 9.75

No. 16R13. Each..... 5.73



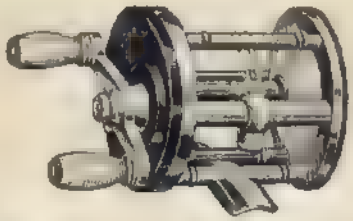
J. A. Coxe Model 60C. Made of [illegible] brass throughout [illegible] chromium plated. Has feather weight [illegible] spool, smooth action thumb drag, [illegible] handle grips, adjustable click, quadruple multiplying with 100 yard line capacity. Weight 8 oz. Retail 11.00

No. 16R17. [illegible] 6 46



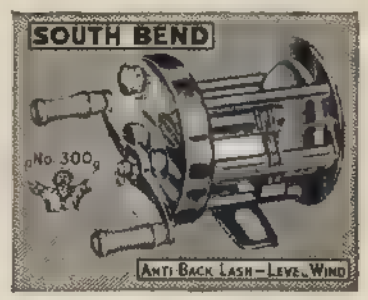
J. A. Coxe Model 10-C. Reel constructed of high grade brass, beautifully chrome plated. Incorporates Coxe cross-bolt construction, dirt-free level-wind mechanism, featherweight spool, one-piece frame. Take-apart feature, balsa arbor, quadruple multiplying. Weight 5 oz. Retail 16.50

No. 16R18. Each 9 70



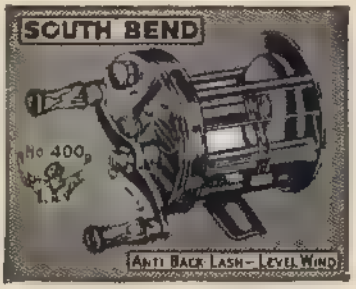
J. A. Coxe Model 25-C. Only casting reel with automatic free spool [illegible] ball bearing and equipped with aluminum spool with balsa wood arbor. One-piece nickel-silver frame, phosphor bronze bearings. Comes in top-grain cowhide reel case. Weight 8 oz. Retail 3[illegible]

No. 16R19. Each.....19.40



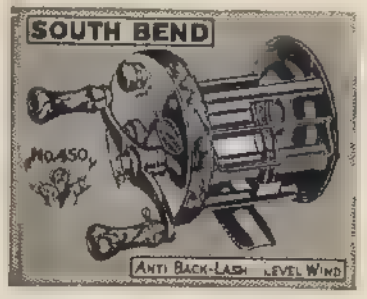
South Bend No. 300 Level-Wind Anti-Back-Lash Reel. Well constructed serviceable reel for the beginner. Three-piece [illegible] nickel plated frame, hard brass [illegible] and bushings, stainless steel ball [illegible] quadruple multiplying [illegible] Weight 7½ oz. Retail 6.75

No. 16R45. Each 3 97



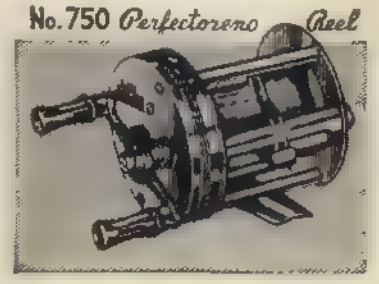
South Bend No. 400 Level-Wind Anti-Back-Lash Reel. Reel is known for its dependable performance. Three-piece [illegible] construction, chrome plated frame, phosphor bronze bearings, jewel spool caps, chrome plated ball [illegible] Weight 7¾ oz. Retail 9.00

No. 16R46. Each. 5 29



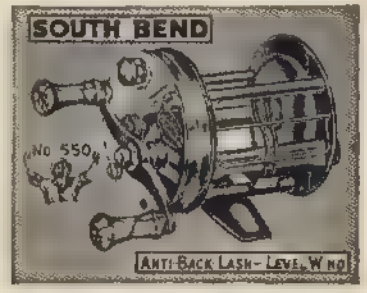
South Bend No. 450 Level-Wind Anti-Back-Lash Reel. [illegible] reel with [illegible] and [illegible] plastic [illegible] Chrome-plated frame, jeweled spool caps, bronze bearings and bushings; three-piece take-down construction. Weight 7¾ oz. Retail 10.00

No. 16R37. Each... [illegible] ..5.88



South Bend No. 750 Chromium Perfectoreno Reel. Original [illegible] features [illegible] with built-in [illegible] Chrome-plated frame, [illegible] stainless steel [illegible] phosphor bronze bearings and bushings, aluminum spool with plastic arbor. Weight 7¾ oz. Retail 10.00.

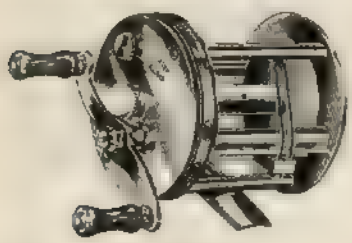
No. 16R87. Each..... 5 88



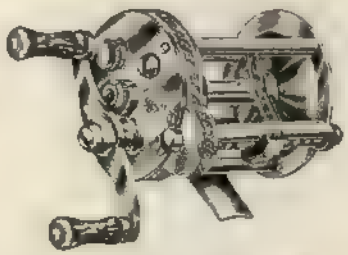
South Bend No. 550 Level-Wind Anti-Back-Lash Reel. Reel has an attractive head cap, light weight [illegible] handle, [illegible] line carriage [illegible] spool. Chrome plated frame, bronze bearings. Jeweled caps. Three-piece take-down. Weight 8½ oz. Retail 11.50

No. 16R70. Each 6 76

BAIT CASTING REELS *Shakespeare*



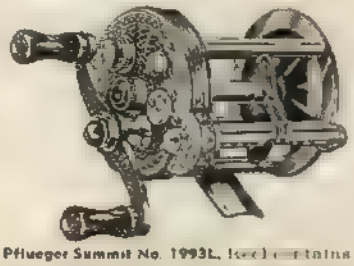
Pflueger Trump No. 1943. A reel for those for dependable service. Corrosion resistant level wind traverse oil cups to permit easy lubrication, extra heavy chromium plate throughout. Retail $4.40.
No. 16R21. Each **3.53**



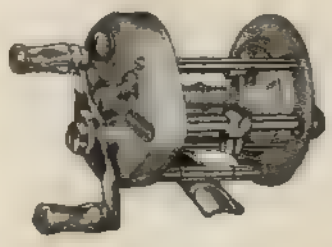
Pflueger Akron No. 1893. A level wind anti-backlash, quadruple multiplying reel. Tension oil cups set with jewels; bronze bearings; adjustable click. Extra wide line guard; easily detached level-wind assembly. Retail $9.00
No. 16R44. Each **5.78**

Pflueger Skilcast No. 1953. Reel features the Meh[illegible] Ball Thrust [illegible] that automatically engages the spool. Light weight aluminum spool with extra long ho[illegible] quadruple multiplying spiral cut gears chromium finish, total [illegible] 10.00
No. 16R22. Each **6.52**

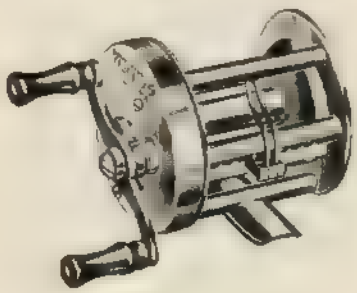
Pflueger Nobby No. 1963. A level-wind quadruple multiplying reel, with jeweled oil cups, bronze bearings, spiral cut bronze gears, tool steel pinion. Indicator regulator anti-backlash device contained within the reel. Finished in satin-nickelum; aluminum spool. Weight 5¾ oz. Retail 11.00.
No. 16R67. Each **7.20**



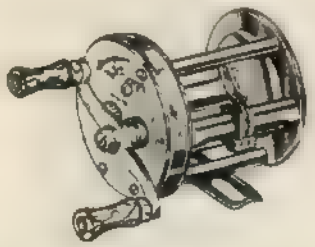
Pflueger Summit No. 1993L. Reel contains the famous Pflueger anti-backlash mechanism, with indicator button to give positive control. Extra wide phosphor bronze line guide; tension cups with inset jewels; bronze gear and bearings; heavily chromium plated, aluminum spool. Retail 13.50.
No. 16R62. Each **8.82**



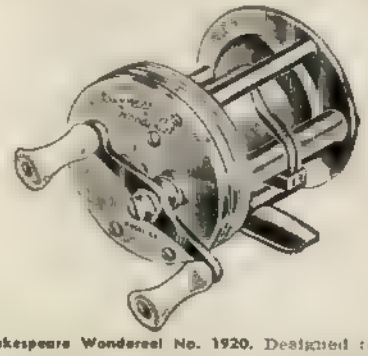
Pflueger Supreme No. 1373. The Aristocrat of fishing reels—light in weight yet rugged in construction. Level-wind anti-backlash regulator; quadruple multiplying. Finished in satin nickelum. Fine leather bag, reel oil, gear grease, wrench packed with each reel. Retail 35.00
No. 16R39. Each **22.88**



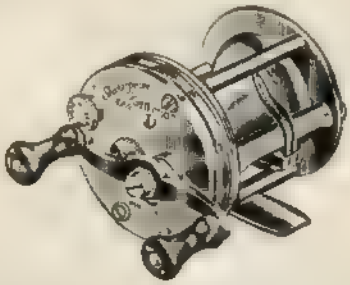
Shakespeare True Blue No. 1956. Reel is made of chrome plated brass with circle finish. Four gear train, with drive gears mounted on rigid bridge construction. Three unit takedown, chrome plated level wind. Weight: 7.9 oz. Retail 5.50.
No. 16R29. Each **3.23**



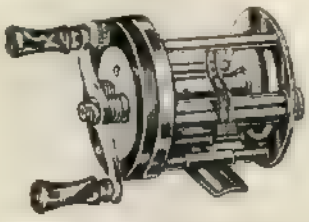
Shakespeare Triumph No. 1958. Reel has attractive plastic head ring, with matching handles, adjustable tail drag; replaceable spool bearings of phosphor bronze. Made of chrome plated, circle finished brass. Weight: 7.7 oz. Retail 7.50.
No. 16R31. Each **4.41**



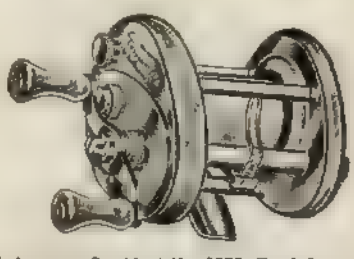
Shakespeare Wonderreel No. 1920. Designed to reduce backlash to a minimum, the Wonderreel is ideal for the beginner or the occasional fisherman. Made of nickeled brass, with circle finished chrome plate. Gear ratio 4 to 1. Weight: 5.1 oz. Retail 10.00
No. 16R28. Each **5.88**



Shakespeare Criterion Deluxe No. 1960. A high quality reel finished in a hard chrome plate over brass. Fine adjustable casting drag, large smooth running gears; plastic arbor; lightweight spool. Weight: 8½ oz. Retail 11.00.
No. 16R30. Each **6.47**



Shakespeare Marhoff No. 1964. A level-wind reel with green anodized aluminum head plate. Nickel silver frame, jeweled end bearings set in bronze bushings; "automatic thumb" casting drag; plastic arbor. Weight: 8 oz. Retail 15.00
No. 16R66. Each **8.82**



Shakespeare President No. 1970. Reel features a streamlined tear drop design, with stainless steel used on all exposed parts. Precision made parts; carboloy spool pivot bushing; extra large gears. Weight 8.9 oz. Retail 35.00.
No. 16R34. Each **20.58**

THE NEW IMPROVED

Roy Rogers' Riders SIGNAL GUN

CATALOG No. 52

1. Heavy die cast construction gun metal baked enamel finish nickel plated trim
2. Morse Code pocketed in pistol stock
3. Trigger signals with light beam and sound. Thumb lever signals with light beam only
4. Length of gun 5½ inches. Height 4 inches

Sends SIGNAL MESSAGES with POWERFUL LIGHT BEAMS and SOUND

Packed in an individual four color box

Complete with two batteries

$1 RETAIL PRICE

PATENT APP'D FOR

MEMBERSHIP CARD FOR ROY ROGERS RIDERS CLUB INCLUDED WITH EVERY SIGNAL GUN

LANGSON MFG. CO., 4200 W. Wrightwood • Chicago 39, Ill.

SUPER NU-MATIC

HARMLESS
AUTOMATIC
LOUD REPORT

CONSTRUCTED OF HEAVY DIE-CAST METAL, FINISHED IN TWO TONE GUN METAL BAKED ENAMEL FINISH.

Individually packed in an attractive box, complete with one roll of ammunition. Length of Gun—6½ inches. Height—4½ inches

79c RETAIL PRICE

Paper Buster Gun

CATALOG No. 49

LANGSON MFG. CO., 4200 W. Wrightwood • Chicago 39, Ill.

710

HANDCUFFS and CRIME STOPPERS SETS

700

775

No. 710—CRIME STOPPERS SET. [illegible] consists of nickel plated steel handcuffs [illegible] mounted, [illegible] on attractive [illegible] DICK TRACY [illegible] packed [illegible] doz.

No. 700—DICK TRACY JUNIOR HANDCUFFS. Nickel plated steel handcuffs on attractive 2¼" by 4½" card. Packed 1 doz. to a bag. [illegible] per dozen

No. 775—DETECTIVE SET. Handcuffs, bills and badge same as No. 710, plus novelty goggles with unbreakable lenses, and whistle. [illegible] sets, weight 10½ lbs. doz.

Write for Samples and Prices

Highest Play Value and Biggest Money's Worth on the Market Today

•

Display and Promote Them In All Seasons!

?

Also...a new and different origination that will make dough for you...be sure to SEE

?

ROOMS
509 and 511
McALPIN HOTEL
during the
TOY FAIR

Manufactured by

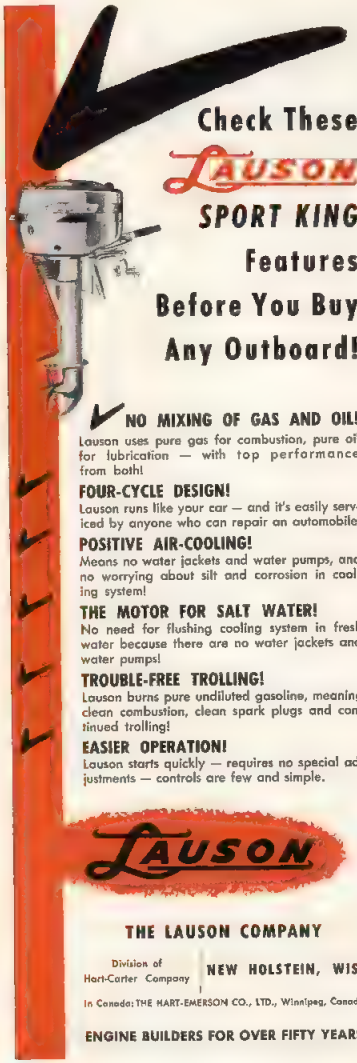
JOHN-HENRY Mfg. Co.

Factory: 90 Grand St., N. Y. City

Sales Office:—

R. A. GROSSMAN

347 Fifth Avenue, New York City (MUrray Hill 3-5635)



INTERESTING FORUMS TO BE HELD AT MOTOR BOAT SHOW

VICTOR ORISTANO, an official of the APBA, and director of the Outboard Boating Club, announces that a new series of boating forums which will be addressed by prominent authorities in the recreational boating field will be inaugurated at the forthcoming 40th annual National Motor Boat Show, New York Designed to acquaint newcomers to the sport with the various phases and activities of recreational boating and to provide a discussion period for veteran boat owners, show visitors will have the opportunity of hearing informative and educational talks on one of America's leading sports and recreations

The forums, which will be held on five nights of the show, Monday, January 9, through Friday, January 13, will begin each evening at 8:30 p.m. in the fourth floor meeting room of Grand Central Palace The forums will be open to questions and discussion by the public

THE FIRST forum of the series scheduled for Monday, January 9, will have as its topic, "Sail Boat Racing," with Everett B Morris, boating editor of the N. Y Herald Tribune and a regular contributor to MoTor BoaTing, as moderator. Speakers of the evening include William H. Taylor, who will discuss "Ocean Racing", D Verner Smythe whose topic will be "Junior Sailing Activities, and Burr Jenkins, sailing expert on the staff of MoTor BoaTing and chairman of the race committee of the Huguenot Yacht Club, New Rochelle, N. Y, who will discuss "Closed Course Racing"

ON TUESDAY, January 10, the second evening of the forum series "Outboarding" will be the topic, with Arnon N. Benson, executive director of the Outboard Boating Club of America, acting as moderator. Three representatives from the outboard industry will speak on outboard boats and motors.

"Boat Design, Construction and Maintenance" will be treated on Wednesday evening, January 11, when the moderator will be Critchell Rimington. The speakers of the evening will include Philip L. Rhodes, designer, Henry R. Hinkley, builder, and William Edgar John, boatyard owner.

THURSDAY'S FORUM, on January 12, will concern "Motor Boat Racing," and will be presided over by Lou Eppel. Speakers for that evening will be Mel Crook, Dick McFadyen, chairman of the A.P.B.A.'s Outboard Racing Commission, who conducts MoToR BoaTing's outboard column each month, and Fred Jacoby, famed pre-war outboard hydroplane racing champion

FRIDAY EVENING, January 13, will see the last of the forum series, with this period's discussion devoted to "Group Boating Interests." Clarence E. Lovejoy, boating editor of the N. Y. *Times*, will be moderator, and the speakers include Edward L. Nelson, educational vice commander, and Fred Hemmer, past local commander of the U. S. Power Squadrons, E. B. Drew, Commodore of the U. S. Coast Guard Third District Auxiliary, and marine photographer Stanley Rosenfeld.

Calendar of Coming Events

January 13-14, 1950—United States Power Squadrons, Annual Meetings, Dinner Dance and Exhibition of Navigation and Piloting devices, Hotel Astor, New York City. All Winter and Sprung Free instruction classes in piloting, seamanship and small boat handling at various locations throughout the United States. See complete list elsewhere in this issue published in article "Underway With the U. S. Power Squadrons."

FLORIDA MOTOR BOAT RACING EVENTS

(O—Indicates Outboards· I—Inboards)

January 22 -Miami Beach. Cruisers.
January 21-22—Jacksonville, Fla. I & O.
January 29—Mount Dora, Fla. I & O
February 5—Lake Alfred, Fla. I & O
February 11-12—Lakeland, Fla. I & O.
Feb. 14 or. 15 or 16—Fort Myers, Fla. (tentative)
February 19—St. Petersburg, Fla. I.
February 19—Sarasota, Fla. O
February 21-22—W. Palm Beach, Fla. I & O.
February 26—Sebring, Fla. O.
February 26—Ft. Lauderdale, Fla I.
March 4-5—Miami, Fla. I & O
March 12—Ft. Pierce, Fla. O.

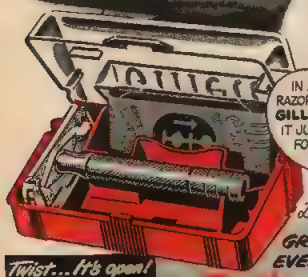
(*Continued on page 301*)

CAVALCADE OF SPORTS

. . . Leon Hart

BIG, FAST AND SMART (HE'S 6'5" AND WEIGHS 265), LEON CHARGES LIKE A LOCOMOTIVE AND SNAGS PASSES AS THOUGH HE HAD FISH HOOKS FOR FINGERS!

ONE OF COLLEGIATE FOOTBALL'S ALL-TIME GREATS, LEON HART WON EVERY MAJOR AWARD IN THE COUNTRY IN HIS FINAL YEAR WITH THE FIGHTING IRISH! NOW WITH THE DETROIT LIONS, HE IS ONE OF THE NATIONAL LEAGUE'S MOST PROMISING ROOKIES!



IN MY BOOK NO OTHER RAZOR COMPARES WITH THE **GILLETTE SUPER-SPEED.** IT JUST CAN'T BE MATCHED FOR SHAVING EASE AND CONVENIENCE

Leon Hart

GREATEST SHAVING VALUE EVER OFFERED!

Twist... it's open!

Zip... it's loaded!

Gillette SUPER-SPEED RAZOR $1.00 $1.75 Value

WITH IMPROVED 10-BLADE DISPENSER IN STYRENE CASE

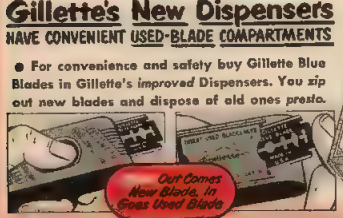
* HAS HANDY USED-BLADE COMPARTMENT

SHAVING'S A BREEZE WITH THE NEW **GILLETTE SUPER-SPEED RAZOR**... FASTER, SMOOTHER AND FAR MORE REFRESHING. ENJOY **INSTANT** BLADE CHANGING, REAL SHAVING **COMFORT** AND DOUBLE-EDGE **ECONOMY**... BUY A **GILLETTE SUPER-SPEED RAZOR SET** AT ANY CONVENIENT STORE!

Gillette's New Dispensers

HAVE CONVENIENT USED-BLADE COMPARTMENTS

● For convenience and safety buy Gillette Blue Blades in Gillette's *improved* Dispensers. You zip out new blades and dispose of old ones presto.



10 BLADES 49¢
20 BLADES 98¢

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades WITH THE *SHARPEST* EDGES EVER HONED

Copyright, 1952, by Gillette Safety Razor Co.

CROPS AND SOILS

You Can't Afford To Shovel Corn

Swinging a scoop shovel is one job we'll probably never be able to get away from entirely.

But it certainly doesn't pay to scoop your corn into the crib if you've got electricity. Electricity will elevate 100 bushels for one cent!

That's just the cost of the electricity. But even when you figure in the motor, switches, depreciation, etc., the cost of elevating 100 bushels is only 6.4 cents.

"That's still pretty cheap," says George Hors, Washington County, Iowa. "I hung up the scoop for good when I kept track and found that it cost me only $1.12 to put 1,750 bushels of corn into the crib."

Makes $202 An Acre With Alfalfa-Brome

From New England to the Great Plains, you keep hearing about bromegrass.

Honor Ochsner, Madison County, Neb., got $202 worth of hay and seed per acre from a field of alfalfa-brome. He drilled the brome and alfalfa in a disked-up corn field (cut early for silage), grazed it for about a month the next spring, then took the cattle off and let the brome go to seed.

A few weeks later, he harvested 500 pounds ($100 worth) of bromegrass seed per acre. After combining, Ochsner mowed the field and made 3 tons (another $30 worth) of hay per acre.

Then the alfalfa started coming, and Ochsner let it go to seed, too. Before long, he was back in the field combining 3 bushels (about $72 worth) of alfalfa seed per acre. That brought the total income per acre up to $202.

But the field still kept on producing. The brome started to grow again after Ochsner took off the alfalfa seed crop, and he used it for fall pasture.

"You can't expect to get two seed crops and this much pasture every year," Ochsner admits. "It takes good weather and a little luck. But you'll al-

Farm Wit

It was before 2,4-D that I heard one of my neighbors discussing the weed situation.

"Yes sir," he said, "the morning glories are so bad in that south corn field of mine that I can take hold of one corner and shake the whole field."—Mrs. Grace Hamilton, Iowa

NEW!

Leslie-Henry DOUBLE-HOLSTER SETS

DOUBLE YOUR SALES OPPORTUNITIES!

Here are the new, de luxe genuine top-grain cowhide sets that offer almost everything in *double* measure —including your chances for BIG, PROFITABLE sales volume!

- De Luxe sets come in a choice of 7 genuine cowhide combinations and designs: All Black, Black-and-White, Red-and-White, Red-and-Sun-Tan, Black-and-Gold, Alligator, Sun-Tan.
- To retail at $6.98 to $10.

Ask about the full line today

Double saddle-stitched belt, with Western gold buckle and tip, heavily studded with nail heads and jewels; 2 holsters, 2 cuffs, 2 spurs, 2 De Luxe gold Champion pistols which PUFF SMOKE WHEN FIRED!

P.S.
GENE AUTRY FILMS ON TELEVISION!
Every week—starting about July 18th!

Leslie-Henry Co.
Mount Vernon, N. Y.
Showroom: *1107 Broadway, New York 10, N. Y.*
M. A. Henry Western Co., 1751 Olympic Blvd., Santa Monica, Calif.
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

Leslie-Henry *Makes Merchandising History with*

Now! America's Leading Manufacturer of Cowboy Merchandise is Stocked to Supply Your Every Need for Sure-Fire Sales! *ALL 4 Great Lines Are Now Guaranteed for Immediate Delivery!*

Attention West Coast Buyers: A complete stock is maintained in our California plant to speed and economize delivery.

New, enlarged production facilities enable Leslie-Henry to meet the consumer demand for the first time. You know there's ample reason for that demand. Buy just enough—with our firm assurance you'll get more western gear—when you want it. Leslie-Henry offers value-packed merchandise because of the economies achieved in controlling every phase of manufacture. **Every part of every product is produced in our own plant to an all-time high quality standard.**

Leslie-Henry Co. Mount Vernon, N. Y.

Showroom: *1107 Broadway, New York 10, N. Y.*
M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif.
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

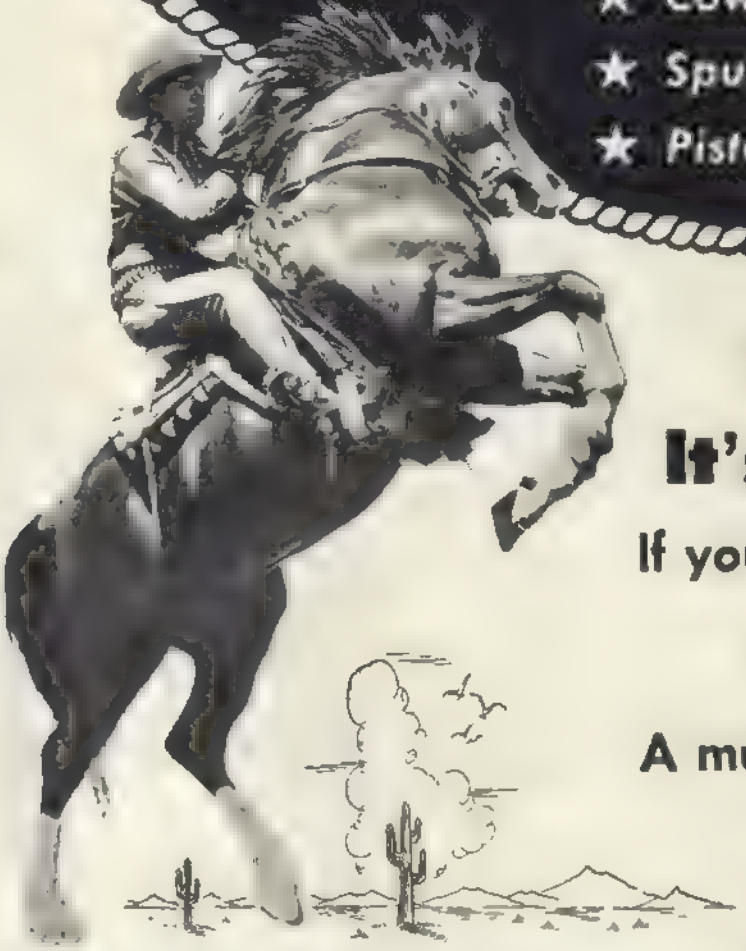
TOP HAND IN WESTERN SALES

GENE AUTRY

★ Cowboy Suits

★ Spurs

★ Pistol and Holster Sets



It's New!
It's Exclusive!

If you haven't seen it yet... do so today!

A must in every toy department!

Toy Fair Exhibit:

ROOMS 808-810

Hotel McAlpin

Attention West Coast Buyers: A complete stock is maintained in our California plant to speed and economize delivery.

Leslie-Henry Co.

Mount Vernon, N. Y.

Showroom: *1107 Broadway, New York 10, N. Y.*

M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif.
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

LESLIE-HENRY for Complete WESTERN GEAR

LESLIE-HENRY

Sure-Fire *Fast Selling*

Gene Autry
Cowboy Suits • Spurs
Holster Sets

Texas ★ Ranger
Western Outfits • Pistols
Cowboy Suits • Cowboy Hats
Holster Sets

Lone Rider
Western Outfits • Pistols
Cowboy Suits • Cowboy Hats
Holster Sets

Roy Rogers
Golden '49er Pistols and Spurs
Silver-Bright Pistols

EXTRA! Beautiful, New DALE EVANS Items!

Smartly designed with the girls in mind! Attractive, genuine leather holster sets, pistol sets, pistols, and spurs.

Leslie-Henry offers value-packed, "profit-full" merchandise because of economies achieved in controlling every phase of manufacture. Every part of every product is produced in our own plant to an all-time high quality standard!

Dealers are acclaiming the new Leslie-Henry "Restock as You Sell Plan." Now you can buy just enough—with our firm assurance you'll get more Western gear—when you want it!

Attention West Coast Buyers. A complete stock is maintained in our California plant to speed and economize delivery.

WATCH FOR . . . SEE EXCLUSIVE, NEW COWBOY STAR ITEMS!

Permanent Showroom:
Room 404—1107 Broadway, N.Y.C.

Toy Fair Exhibit:
Rooms 808-810—Hotel McAlpin

Leslie-Henry Co.

Mount Vernon, N. Y.

Showroom: 1107 Broadway, New York 10, N. Y.
M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif.
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

THE *New* MORE BEAUTIFUL • MORE APPEALING
WITH A LOT MORE ACTION

Rockinette BABY CHAIR

The Miracle

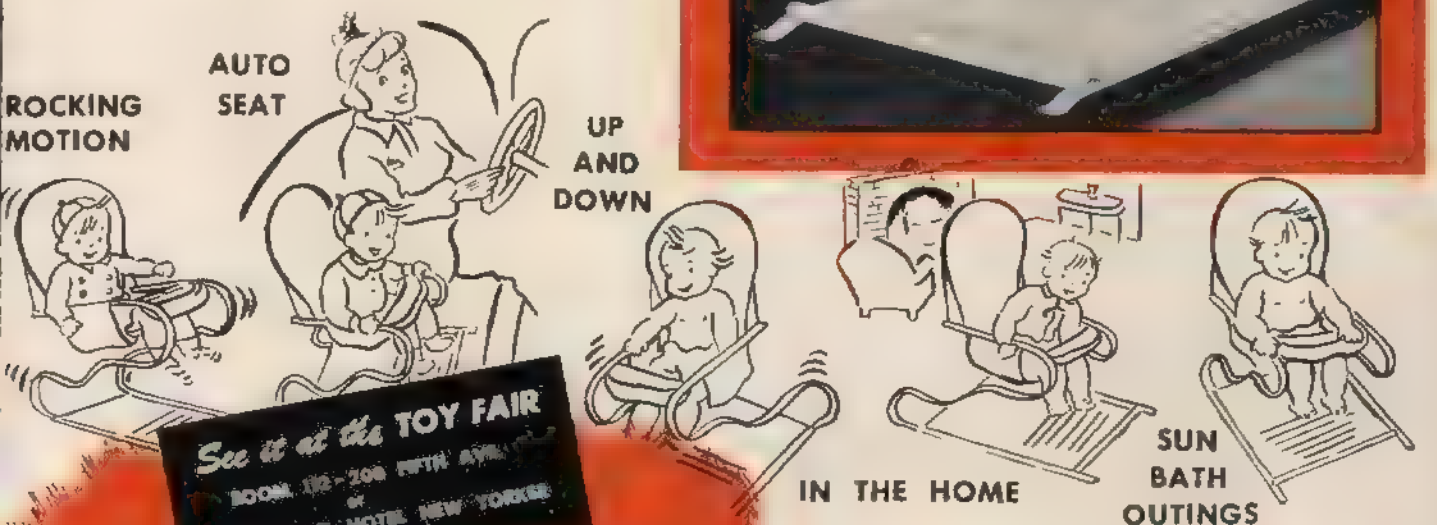
TUMBLE-PROOF JUMPER CHAIR

SANITARY • DURABLE • SAFE

Smart . . . ultra modern . . . with lots of sales-appeal. The ultimate in utility value, beautiful design with finest quality construction.

ROCKINETTE is the perfect, all-purpose portable jumper seat, combining maximum safety, comfort and gentle exercise for baby. The marvelous Tri-Flex spring action keeps baby happy for hours . . . gives mother more leisure time.

Priced for easy sale at handsome profit. Immediate delivery.



See it at the TOY FAIR
ROOM 112-208 FIFTH AVE.
or
ROOM, TOY-HOTEL NEW YORKER

BIGGER AND BETTER SALES FOR YOU AT

$5.65 RETAIL (FAIR TRADED)

Smartly packaged . . . one to a carton, ready for delivery, storage or delivery after sale. Shipping weight 9½ lbs. each

NATIONAL METAL PRODUCTS
288-294 ST. AUBIN AVE., DETROIT 7, MICH.

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"ROUND UP" MORE PROFITS WITH LIDO

EVERY LIDO TOY is a BEST SELLER

During the TOY FAIR . . . visit us at the Hotel McAlpin, March 6-18, Rooms 942-944. You'll see amazing additions to the red hot Lido Line, never shown before.

COWBOYS and INDIANS

8 numbers in various action poses. New three-color box with cellophane window. Assorted colors in each box. A sure repeat number!

29c retail

Available in bulk—gold and silver plated. To be sold at

5c each, retail

ASSORTED VEHICLES

6 inches long . . . moving rubber wheels . . . Available in red, blue, green and yellow. Various styles . . . A sure fast-seller!

10c retail

ASSORTED VEHICLES

7 different models. Made in extremely popular gold and silver plated finish. Moving rubber wheels . . . A sure profit maker!

10c retail

Tie in with our popular line. It's new! It's full of value! It's fast moving! Write today for the 1950 catalog, in color, fully illustrated.

LIDO TOY CORPORATION

781 E. 135th STREET • NEW YORK 54, N. Y.
CYpress 2-4042-3-4

The "MILLION-AIR" 1950 Line
for QUALITY Playtime Plastics

RUGGED — DURABLE
tough 20 gauge
VINYLITE Sidewalls

SAFE- (No bruises or scratches from a metal frame)

"Million-Air" Wading Pools
RETAIL PRICES

N-25	44" x 44"	$7.95
N-255	60" x 60"	$12.95
N-26	72" x 72"	$18.95

Inflates Orally

DEFLATES to small package for storage

ALL-PLASTIC WADING POOLS

Brilliant Yellow side walls • Cool Blue bottom with NON-SAGGING WALLS for Retaining water

RIGID FACTORY INSPECTION INSURES
TOP QUALITY and CUSTOMER SATISFACTION

NEW water-fun for EVERYONE!

PADDLE BOATS

STRONG and DURABLE 20 Gauge Throughout

Deflates to small package for carrying

The "Million-Air" 1950 line also includes
BEACH BALLS
SWIM RINGS
SWIM WINGS
SURF MATS
SEA HORSES
CUSHIONS
MATTRESSES

- **Grommet for towing**
- **Designed to be stable in water**
- **Brilliant two-color combinations**
- **Sides and bottom individually inflated each with a separate metal valve. Inflates Orally**

"Million-Air" Paddle Boats
RETAIL PRICES

NB10	25" x 45"	$9.95
NB20	36" x 62"	$19.95

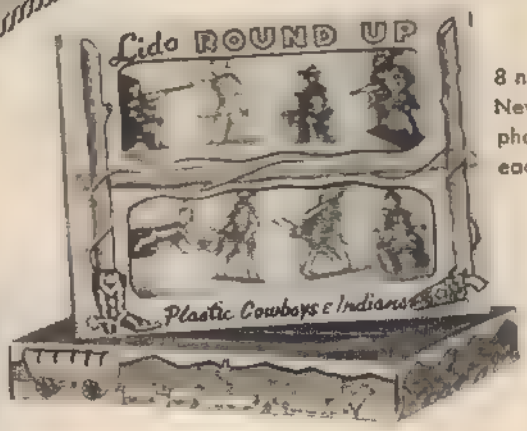
Send for 1950 Circular on Our Complete "MILLION-AIR" Line.

*T. M. Reg U. S. Pat. Off.

U. S. Fiber & Plastics Corporation • Stirling, N. J.

FASTER 'N A BUCKIN' BRONCO... THE LIDO LINE FOR '50

COWBOYS and INDIANS



8 numbers in various action poses. New three-color box with cellophane window. Assorted colors in each box. A sure repeat number!

29c retail

Available in bulk—gold and silver plated. To be sold at

5c each, retail

And this is only one of the many, many sure fire sellers in the Lido Line for '50. Write today for the colorful 1950 catalogue which describes the entire LIDO LINE. There are many new items, appearing for the first time. Get your copy now!

During the TOY FAIR . . . visit us at the Hotel McAlpin, March 6-17, Rooms 942-944. You'll see amazing additions to the red hot Lido Line, never shown before.

LIDO TOY CORPORATION

781 E. 135th STREET • NEW YORK 54, N. Y.

CYpress 2-4942-3-4

On Hand To Greet You At The Toy Fair Will Be... Arnold Pollak, Nat Berk, Stanley M. Shapiro, William Shaier, A. O. Peverelly and Benson & Glidan

Fully automatic *Evans* LIGHTERS

now give you many more lights per filling

By actual test in Sears Laboratory the new Evans Cosmopolitan model gave 2,007 lights with one filling of fuel. Other Evans models gave from 900 to 1,520 lights, depending on size. Secret of large number of lights lies in Evans new method of packing fuel chamber to increase fuel capacity. Tests further indicate that with the new seal at the burner, fuel evaporation has been reduced 87%. **Guarantee.** We guarantee to replace any Evans lighter that proves to be defective in material or workmanship, for a period of 1 year We further agree to repair any Evans lighter for a maximum service charge of 35c.

A Evans Cosmopolitan. This distinguished lighter gave 2,007 lights without refilling, to assure you many more lights per filling! Fully automatic Size 2½x1⅜ inches. Postpaid (Shpg wt. 8 oz.)
87 N 4539—Gold-color metal.....$5.00
87 N 4530—Chrome finish.....$4.00

B Evans Cloisonne Lighter. Adorable gift for a woman Gold-color metal, floral-pattern cloisonne 2x1⅝ inches.
87 N 4536—Postpaid (Shpg. wt. 4 oz.) $5.00

C Evans Charm Bracelet with Cigarette Lighter. Smartly-designed lighter (only 1⅜x1⅛ inches in size) fits on 7½-inch charm bracelet. Gold-color metal
87 N 4524—Postpaid (Shpg. wt. 8 oz.) $6.00

D Evans Standard Lighter. Fully automatic. 1¾x2 in. Postpaid (Shpg. wt. 8 oz.)
87 N 4542—Brushed chrome.....$3.00
87 N 4539—Black enamel finish.....$3.00
87 N 4531—Tortoise finish.....3.00

E Evans Texas Boot Lighter. Masculine, cowboy style for desk or table Bronzed metal, attractively decorated 5¾ inches high
87 N 4523—Postpaid (Wt. 1 lb. 8 oz.) $4.95

F Evans Combination Cigarette Case and Lighter. A luxurious gift! Beautiful nickel finish. Holds 14 cigarettes 4⅝x2½ inches.
87 N 4343—Postpaid (Shpg. wt. 5 oz.) $5.00

G Evans Petite Lighter for women. A lighter of gracious charm and chic. Gold-color metal Size only 1⅛x1⅝ inches.
87 N 4540—Postpaid (Shpg. wt 4 oz.) $5.00

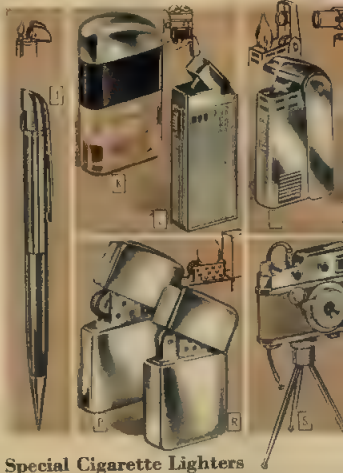
H Evans Table Lighter Set. New! Satin-chrome finish, beautifully styled for table or desk. Extra large fuel capacity gives you many more lights without refilling 3x2 in Satin-rayon-lined box
87 N 4534—Postpaid (Shpg. wt. 2 lbs.) Set of 2 table lighters.....$10.00
87 N 4535—One table lighter only. Postpaid (Shipping weight 1 lb.).....5.00

NOTE: Cigarettes are not included with cigarette holders or cases.

For sure-fire dependability.. the n

Yorkshire Lighter

Press down . . it lights! Extra large fuel capacity. Compact and thin as a fine watch. A Sears exclusive. 1¾ in high $1.79
87 N 4526—Chrome plated Shipping weight 8 ounces. $1.79
87 N 4527—Brown lizard Shpg. wt 8 oz 1.79



Special Cigarette Lighters

J Stewart Pencil Lighter. Mechanical pencil in gleaming metal and enamel finish. Semi-automatic Clip for carrying in pocket. Cigarette lighter at top 5½ inches.
87 N 4532—Shpg wt. 4 oz. $1.00

K Ritepoint Lighter. New 1951 model. Smart lighter with viable fuel reserve. Made of clear Lucite and metal Attractive gift box Postpaid (Shipping weight 8 ounces.)
87 N 4500—2⅝x1⅜ in.. ..$3.75

L A. S. R. Ascot Wind-King Lighter. Handsome chrome finish Modern design New "year-long" fuel T high , simply flip the switch at side. Size 2¼x1 in. A pleasing gift Postpaid
87 N 4541—Shpg. wt 8 oz. $7.50

M Regency Storm Lite. Fully automatic. 2¼x3¼ inches Postpaid (Shpg. wt. 4 oz.)
87N4503 Gleaming chrome $2.00
87N4504 Nickel finish $1.50

N Nimrod Pipe Lighter. New "d draft" lights pipe quickly erates easily with one hand inches long Postpaid (Shp weight 4 ounces.)
87 N 4508—Chrome finish $3

P Zippo Windproof Lighter. H somely brush-finished in chr Windguard Size 2⅛ x 1⅜ i Not for sale outside U.S.
87 N 4501—Postpaid . . . $3

R Windproof Lighter. Good-lo lighter in triple-chrome Guard masked at easy to light in 2¾ inches long 1⅜ inches Long-lasting asbestos wick fuel capacity Ideal gift
87 N 4537—Shpg. wt. 4 oz. $

S Camera Lighter. Automa lights when you press pl Fashioned like a camera high. Removable tripod. May b as pocket or table lighter Ch plate and simulated-leather fi Made in occupied Japan. Boxe
87 N 4525—Shpg. wt. 8 oz.. $

Handsome Cigarette Cases

T Flat Cigarette Case in dark brown simulated leather. Elastic bands to keep in cigarettes Size closed 3¾x4 in Holds 20 cigarettes.
87 N 4606—Shpg. wt. 4 oz. $1.00

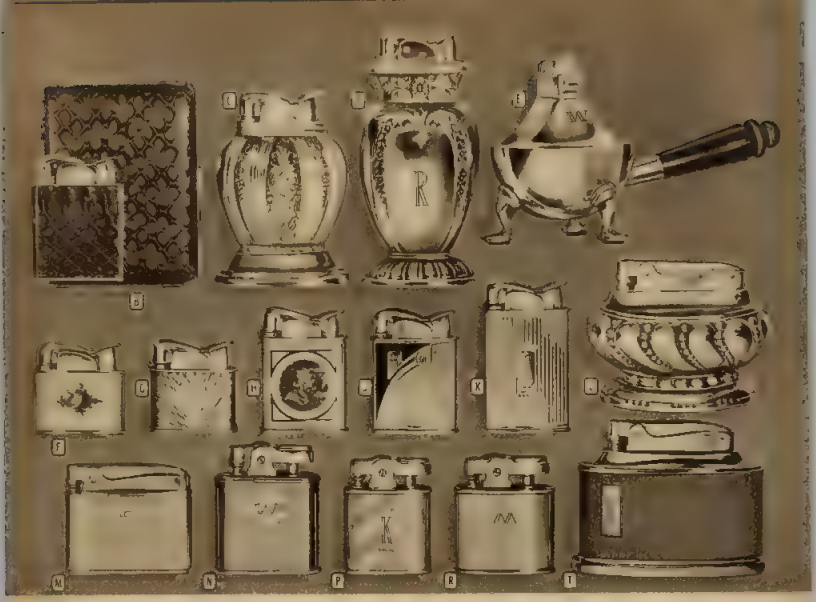
U Bucking Broncho Leather Cigarette Case. Handsomely embossed Sheepskin on metal frame Brown color Size 3¼x4 inches Holds 20 cigarettes.
87 N 4607—Shpg. wt. 4 oz.. $1.98

W Evans Lighter and Cigarette Case. Attractive lighter in nickel-finish Baron pattern 2x1¾ inches Matchless (⅝x⅜ in.) cigarette case holds 20 cigarettes. Shpg wt. 1 lb Postpaid.
87 N 4528—Lighter and case.$5.50

X Pure-Smoke Ejector-Type Cig Holder. Special crystal tube reduces nicotine Metal, hand 4⅝ inches long Shpg. wts. 8 oz
87 N 4716 With 5 filters.. .
87 N 4717 20 filters (2 pkts

Y Pak-Lite Combination Ci Lighter, Case. Holds packa cigarettes. Plastic 3¼x3 in Ea wheel action lighter Assorted
87 N 4502—Shpg. wt. 8 oz.

Z Slyd-Lok Cigarette Case. Y flip out cigarette with one Holds package of 20. Gol metal Width 2¾ in. Postpaid wt. 6 oz.)
87 N 4610 Regular-size
87 N 4616 King-size



Handsome Lighters . . for Pocket and Table

EVANS TABLE LIGHTER, 4 ASH TRAYS

A Decorative matching set. White cloisonne with a delicate red rose and light green leaves. Fluted design trim in gleaming gold-color metal won't tarnish. Automatic lighter. Felt padded base will not mar furniture. Use with after-dinner coffee . . . on living room tables . . . on bedside table, suitable in any room.
45 TN 5845 T—*Postpaid* . . . . . Set 20.00

B Evans cigarette case and matching lighter—a gift that will be a constant companion. Cases covered in soft and supple, genuine red cobra for added distinction. Automatic action lighter. Cigarette case holds 10 cigarettes.
45 TN 5844 T—*Postpaid*. . . . . Set 10.00

C Evans Windsor table lighter, a beautiful room accessory. Small size for easy handling. Silver plated finish is richly embossed in a new, elegant design.
45 TN 5837 T—*Postpaid*. 5.00

Ronson and Evans lighters have patented automatic one-finger action: press to light, release to put out. The A.S.R. lighter has an easy light-switch action. Attractively boxed, with a spark wheel brush and extra flint. No charge for engraving on lighters shown with initials. No extra charge for credit.

D Evans Duchess lighter. Classic, stately—a perfect addition to the dining room table; an eye-catcher in any room. Silver plated; embossed design. Automatic action.
45 TN 5842 T—*Print initial. Postpaid*. 7.50

E A.S.R. Heritage table lighter (shown on cover). A truly distinguished design copied from the Early American with a touch of Royal Danish design simplicity. Satin smooth finish of tarnish-proof rhodium-plate (silver color). Graceful, black hard plastic handle. A.S.R. light-switch action. Fiber-glass wick; properly cared for, will last the life of the lighter. Felt padded feet.
45 TN 5847 T *Print initial Postpaid* 12.50

F Evans genuine cloisonne lighter. Charming, tiny. Delicate red-rose and green leaf motif on white. Trimmed with gold-color metal.
45 TN 5839 T—*Postpaid* 7.50

G Evans Petite Ingenious, new engraved design. Entire exterior golden-bronze color metal.
45 TN 5839 T —*Postpaid* 6.00

H Evans Serenade. Case decorated with distinctive scenic illustration in delicately-colored baked enamel. Tarnish-proof gold-color metal.
45 TN 5840 T—*Postpaid* 5.00

J Evans Warwick. Jet-black enamel trim on gold-bronze color metal, engraved.
45 TN 5835 T—*Print initial Postpaid* 4.00

K Evans Cosmopolitan. Handsome engine-turned thin-line design. Tarnishproof golden-bronze color metal. Engraved case.
45 TN 5834 T—*Print initial. Postpaid* 5.00

L Ronson's popular Crown table lighter. A gift of beauty and efficiency . . . handsomely designed, superbly crafted. Heavily plated with silver, and lacquered to prevent tarnish. Felt padded base. Ronson's fine automatic action.
45 TN 5814 T—*Postpaid* . . . . . †13.20

M Ronson Adonis pocket lighter. Unusually slim and graceful—admired by men and women. Case is easy to handle, shaped to fit the hand comfortably. Traced with engine-turned thin-line design. *Print initial. Postpaid.*
45 WN 5824 T —Chromium plated. 10.00
45 WN 5809 T—Sterling Silver . . . . . †24.00

N Ronson Whirlwind. Disappearing windshield keeps flame lighted even in strong wind. Especially popular with outdoor enthusiasts. Holds ample supply of fluid. Engine turned design on chromium plated case; Butler (satin) finish.
45 WN 5821T—*Print Initial. Postpaid* 7.50

P Ronson Princess. Dainty lighter for women. With lovely engine-turned fine-line design. Butler (satin) finish on chromium plated case.
45 TN 5832 T—*Print initial. Postpaid* 6.50

R Ronson Standard. Trim, neatly-styled — for men and women. Smart, checker-board design, engine turned fine-lines on chromium plated case.
45 WN 5803 T—*Print initial. Postpaid* 6.50

T Ronson Senator. Sturdy, masculine-looking lighter: the perfect desk accessory for the man who "has everything." Natural color, pigskin over chromium plated case.
45 TN 5848 T—*Print initial. Postpaid*. 11.00

SHOWN ABOUT ⅔ ACTUAL SIZE. PRICES MARKED † INC. FED. TAX. MAILED FROM CHICAGO; ORDER FROM NEAREST WARD HOUSE.

OF COURSE SHE'S "ANNIE" the ALL AMERICAN WESTERN (Big and Little)—Big, 38″ high . . . Little, 20″ high . . .

—A LILLIAN BELL DOLL—

always means a "Winner" in quick turnover and sales . . . because it is costume-designed by Lillian Bell and produced by TOY FARM Inc. (Schenk), former creator of the famous Rag dolls for "Ideal." . . .

Ask the PRESTIGE STORES WHO SELL THEM: Saks Fifth Avenue, Blum's of Philadelphia, Thalheimer of Richmond, I. Magnin of San Francisco, Bullock stores (all three), B. Forman of Rochester, Neusteters of Denver, O. C. Miller of Stamford, A. Addis of Syracuse . . . and many more.

Sold on the basis of *EXCLUSIVE FRANCHISE* only; designed solely for *PRESTIGE APPEAL.*

Now ready . . . the famous Alice and her Wonderland Pinafore . . . Red Riding Hood, and all the famous characters inspired by Story Book Land . . . in sizes 20″, 33″, 38″.

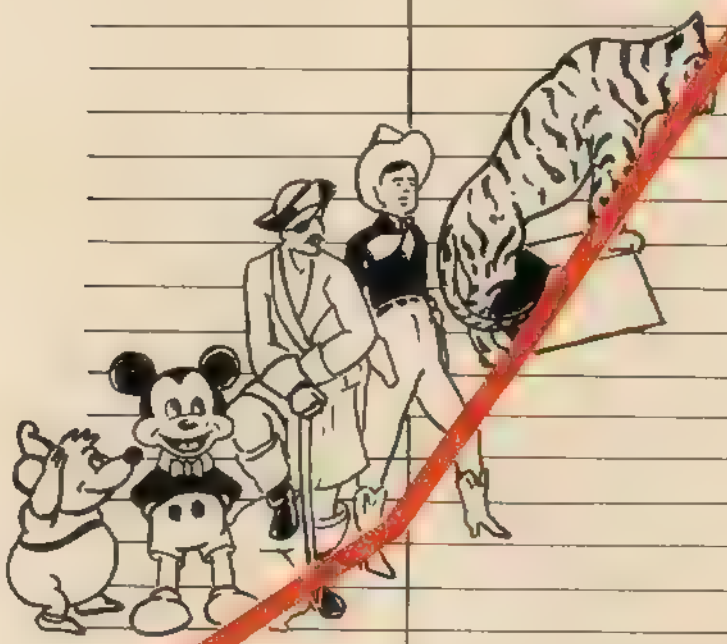
LILLIAN BELL

7-13 WASHINGTON SQ., NORTH
NEW YORK, N. Y. • SPRING 7-6368

Sales

1948 1949 1950

—and still going UP...



NEW DISNEY AND OTHER
POPULAR CHARACTERS
IN 21 SETS
AND 250 ADD-A-MOLDS

A full-grown line of nationally recognized rubber molding sets.

Kay Stanley's
Model-Craft

MODEL-CRAFT Inc 521 W Monroe St Chicago 6 Ill
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Announcing

THE LILLY DOLL LINE FOR 1950

PLASTIC MINIATURE DOLLS *with* MARGON MOVING EYES

Packed in our acetate window boxes which have been declared the most attractive on the market. 24 exquisitely costumed, fast-moving numbers.

PLASTIC RATTLE DOLL IN CIRCULAR ACETATE CONTAINER

Children Delight In Carrying It As a Handbag

- Each container individually boxed.
- Colorful cord attached to container.
- Rattle doll attired in removable sun-dress and oversized bonnet.
- Mohair wig available in 4 colors.

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R. S. BARCLAY CO.
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BOYLAN-NAPIER
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WRITE FOR CATALOGUE

Lilly Doll & Novelty Corp.

WALTER W. MILIUS

133 WEST 25th STREET **NEW YORK 10, N. Y.**

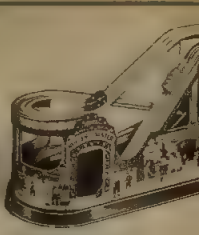
PHONE: CHelsea 2-2898

Operating Jet Fighter Plane. Plastic; rubber tip. Push rubber wheels along floor to build up friction motor speed . . . plane speeds away, sparks fly out of exhaust in tail. 12 in. overall. Shipping wt. 10 oz.
49 N 5763 . 95c

Sparkling Plastic Racer. Shoots sparks from exhaust as it speeds along! Scale model of real mid-get racer. Rubber wheels. Front wheels adjust for direction. Dummy driver, exhaust pipe, pressure pump. Krywind motor. 8 in. long
49 N 5816—Wt. 1 lb. 94c

Big 16½-inch all-metal Racer. Watch this streamlined modern racer with driver zip across the floor just like a real racer! Brightly lithographed metal, metal wheels. Strong keywind motor fully enclosed. Rubber front bumper
49 N 5739—Wt. 1 lb . 82c

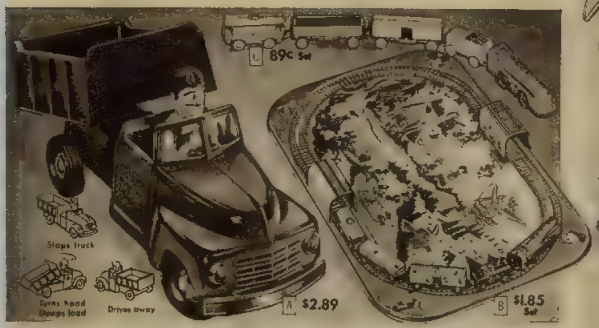
Mechanical Convertible with Trailer and Racer. Sleek 11¼ inch metal convertible tows plastic trailer which carries 5-inch plastic racing car. Strong clockwork motor on both racer and convertible. Rubber wheels on all three vehicles. Windshield, dummy steering wheel
49 N 5860—Wt. 2 lbs . $1.49



Thrilling Roller Coaster

All-metal, realistically lithographed to resemble amusement park scene $2.
Two ¾-inch long tiny metal cars are pulle to peak of coaster by conveyor belt. Then speed down inclines, around curves just real roller coaster! Bell rings, metal discs w
Overall length 19¾ in.; 10 in. high; 8¼ in. w
49 N 5792—Keywind motor. Shpg. wt. 5 lbs. .

Exciting Mechanical Toys



Auto Mac . . the busy Trucker!

A Mac is just about the busiest truck driver you've ever seen. He's almost human! Watch him ride along in his truck . . . pull to a quick stop . . . dump his load . . . turn his head to check results . . . then speed along to his next stop . . . all this automatically! Mac and his big truck molded of bright, sturdy plastic. Truck has strong steel frame, tailgate that opens. Adjustable front wheels. Rubber tires protect floors. Clockspring motor, brake
49 N 5895—About 12 in. long. Shpg. wt. 2 lbs. . . $2.89 $289

Miniature Mechanical Trains

B **Walt Disney Train Set with base.** 15¾ in. metal train and 21½x 12¾-in. base lithographed with Disney characters. Locomotive tender, open coal car, box car, caboose. Train speeds around track in base, goes through tunnel
49 N 5864—Keywind motor. Shpg. wt. 2 lbs. Set $3.85 $185 Train with base

C **5 unit 15¾-in. Freight without base.** Locomotive, tender, open coal car, box car, caboose. Lithographed metal.
49 N 5842—Keywind motor. Shpg. wt. 8 oz. . . . 89c

Jet Roller Coaster

Wind motor up . . . set car on track. Car rolls down incline, back to lower level. Then automatic lift raises it to upper track, repeating process n times. All-metal base (about 20½ in. long overall lower track extended); metal car. Brightly lithograp
49 N 5848—Keywind motor. Shipping wt. 1 lb. 8 oz. . . . $1.

Long-running Mechanical Cars

D **Speedy Mechanical Roadster.** Transparent windshield, dummy steering wheel. Lithographed steel, 11 in. long. Rubber wheels
49 N 5776—Keywind motor. Shpg. wt. 1 lb. . . . 8

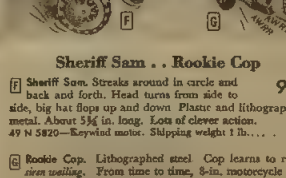
E **Dick Tracy Squad Car with siren and flashing red light.** Siren wails, red light flashes as Tracy speeds crime. Dummy headlights, bumpers, grille. Adjust front wheels. Lithographed steel, 11 in. long. Uses li light battery (not included). Keywind motor.
49 N 5781—Shipping weight 1 lb. 8 oz . . . .

Mechanical Auto Transport. 97c
Two plastic sedans ride on separate platforms. Lower platform connects with upper . . . serves as ramp to upper platform. Enameled steel truck is 10¾ in. long. Keywind motor. Shpg. wt. 1 lb.
49 N 5714. . . .Set 97c

Rollover Plane. Plane scoots along . . . stops . . . rolls over. Action repeats many times. Strong keywind motor. Metal, in military designs. 5 in. long, 6-in wingspread. Shipping weight 8 ounces 82c
49 N 5730. . . .Each 82c

Exciting Tricky Taxi. What keeps it from running off table? Wind its keywind motor; set it on table. Taxi races across any flat surface but *never runs off edge* . . . it always turns just in time! Lithographed metal, 4½ in. long. Shpg wt. 6 oz. 59c
49 N 5720. . . . . Each 59c

"Flippo" the amazing somersaulting dog! It's real fun watching "Flippo" turn one somersault after another. Always returns to a sitting position. Lithographed metal. Clockspring motor with key attached. Height 3¾ in. Shpg wt. 8 oz. 95c
49 N 5730. . . . . Each 95c

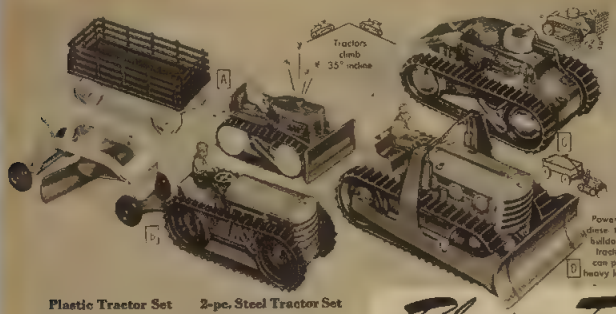


Sheriff Sam . . Rookie Cop

F **Sheriff Sam.** Streaks around in circle and back and forth. Head turns from side to side, big hat flops up and down. Plastic and lithograp metal. About 5¾ in. long. Lots of clever action.
49 N 5820—Keywind motor. Shipping weight 1 lb. . . . 9

G **Rookie Cop.** Lithographed steel. Cop learns to r *siren wailing.* From time to time, 8-in. motorcycle over on side, then rights itself and runs in circle.
49 N 5846—Keywind motor Shipping wt. 1 lb 4 oz . . .$1

. . . SEE PAGE 171 . . MECHANICAL TO



Sparking Tank, Bulldozer Tracto

C **Sparking Tank.** Watch it crash toy walls, climb steep grades, shoot sparks. Rumbles like a real tank, has dummy non in revolving turret. Powerful clockspring tor. Lithographed metal, camouflage colors. R ber treads. 5x5¼x9½ in. long. Towing hoo
49 N 5797 –Shpg. wt. 2 lbs. 6 oz... $2.

D **Big Bulldozer Tractor.** Diesel-type tractor with sure-grip rubber treads looks real . . . sounds real. Pulls he loads . . . climbs steep 35° grades. Hydra type road scraper snaps into up or down posit Powerful clockspring motor has "start-stop" le 10½ inches long overall. Lithographed meta
49 N 5760—Shpg. wt. 2 lbs 10 oz.. . . . . $2.

Plastic Tractor Set

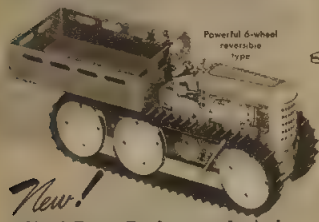
A Sparks fly from engine exhaust. Tractor has rubber treads, clockspring motor. Movable scraper. Wagon has swivel tongue, removable stakes. Set 16 in. long overall. **$1.42**
49N5838–Wt. 1 lb. 6 oz. $1.42

2-pc. Steel Tractor Set

B Tractor has rubber treads, clockspring motor. Front wheels of grader are swivel mounted. Scraper can be raised or lowered, angle adjusted. 19 in. long overall. **$2.32**
49N5844–Wt. 2 lbs. 8 oz. $2.32

Playing Farmer is Fun!

with this giant 3-piece Tractor Set



13¾ inch Tractor Truck . . . a real powerhouse

Simple lever controls direction. Move tractor forward or backward . . . change direction even while in motion. Lithographed steel tractor has clockspring motor with brake, key attached. Rubber treads hold on steep inclines. Removable metal driver in seat. Dummy steering wheel. Stake body in rear 7¼x4½x2 inches deep. Link metal chain for securing loads to stake body or for hauling. Tractor 13⅜ in. long overall. **$2.94**
49 N 5862 Shipping weight 3 lbs. 4 oz.....$2.94

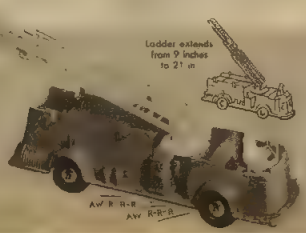
Massive Heavy Gauge Steel Construction

He'll have a great time putting the powerful looking tractor, 3-gang plow, mower and loader to work. Heavy gauge steel tractor makes clicking noise when pulled along . . . has scoop loader on front with trip lever for dumping. Oversized rear wheels, narrow twin wheels. Brightly lithographed metal plaques on sides to simulate motor. Lithographed driver sits at dummy steering wheel. Hook at rear for attaching other implements. Tractor inches long overall, 3-gang plow has lithographed metal wheels, is 11⅜ inches long. Du cutting bar on mowing machine moves back and forth as in a real mower. Lithographed man sits in seat. Enamel finish; 11½ inches wide. Set comes in sturdy corrugated box pr to look like farm machinery service station. Box has perforated doors, is 15½x12½x11¼ inches
79 N 06174—Shipping weight 6 pounds.....

2 Trucks—each loaded with a play cargo

E **Coca-Cola Truck.** Like the trucks you've seen making deliveries in your neighborhood! Gleaming plastic in authentic colors, decorated with Coca-Cola trade marks. Two open shelves hold 6 miniature Coca-Cola cases. Truck about 11 in. long, has rubber wheels. **$1.29**
49 N 6471—Shipping weight 1 pound $1.29

F **Pet Shop Truck with 6 Dogs.** Two toys in one! Play with the truck, the dogs or both together. Plastic truck has movable, transparent plastic sides that reveal 6 compartments, each holds a different breed dog of vinyl plastic about 1¾ in. long. Truck has rubber wheels. **$1.47**
49 N 6451—Truck about 11 in. long. Shpg. wt. 1 lb.....$1.47



Mechanical Fire T

New! Cab over engine hook and ladder truck with siren. 14 in. Fire-red plastic, transp windshield. Clockspring tor has brake, runs true ren. Rubber wheels, hub-caps. Front wheels for straight or circular Swivel mounted 3-sectio der extends to 21 in. **$1**
49N5854–Wt. 1 lb. 14 oz.

announces the dramatic
new 1950 line of

LONE RANGER

Copyright 1949 — The Lone Ranger, Inc.

PISTOL & HOLSTER SETS
and
authentic accessories

AMERICA'S ALLTIME FAVORITE COWBOY—
THE LONE RANGER IS TOPS ON RADIO,
TELEVISION, WITH KIDS EVERYWHERE!

See the sensational new Lone Ranger sets at the Toy Fair!

made exclusively by

esquire novelty company

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MURRAY OHIO'S

Entirely New 1950 Line of Juvenile Wheel Goods will be displayed at the Toy Fair

Don't miss seeing the new Murray Ohio line at the Fair. It's Ultra Modern! It's Revolutionary in Design! It's Utterly New and Different! It's Packed with Sales Appeal! . . . and every item is built to the famous quality standards that have distinguished Murray Ohio wheel goods for over a quarter of a century.

P.S.

EXTRA! **Murray Ohio will enter the baby field with a brand new item**

New York: Rooms 502-508 • Fifth Avenue Building

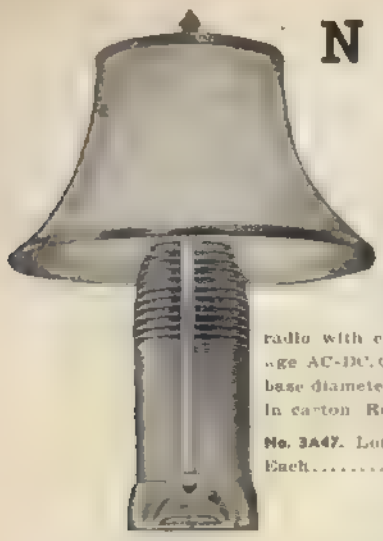
THE SPORTING GOODS

DEALER

NATIONAL MAGAZINE of the SPORTING GOODS TRADE

...DER ARC 'LET'S GO FISHING' CONTEST WINNERS ... PAGES 43-50 JULY 1950

NOVELTY RADIOS



"Lumitone" TABLE LAMP RADIO

A dependable radio and fine reflector bowl illumination in one compact unit. Cream colored plastic base in which radio and dial is mounted. Celanese taffeta shade. 5-tube radio with complete broadcast band coverage AC-DC. Overall dimensions height 21⅝", base diameter 5½", shade diameter 16". Each in carton. Retail 39.50

No. 3A47. Lots of 4 or more, each .. **26.33**
Each..... **27.65**

CHAMPAGNE BOTTLE RADIO

Just the novelty radio for club, home bar, den or advertising purposes. An exact reproduction of a champagne bottle on a stand with the cap of the bottle the dial and acts as a station selector. 23 inches high and 5½ inches in diameter.

5-tube superheterodyne operates on AC or DC. Volume control and switch are concealed in base. Standard broadcast. Quality reception and tone. Built-in antenna. Attractively shaped plastic cabinet in color to simulate a real champagne bottle. Retail

CLOSEOUT PRICE!!

RETAIL 39.95
No. 3A39
EACH .. 17.50

MONARCH PERSONAL COMBINATION 3-WAY AC DC and BATTERY RADIO

Luggage Style Portable Cabinet. In red blue or brown alligator leatherette leather handle. Measures 9 inches x 5 inches x 8 inches x 4 inches.

Superheterodyne Circuit. With 4 RCA licensed radio tubes and rectifier tube. Has two dual purpose tubes. 3½" dia. P.M. dynamic speaker with Alnico No. 5 permanent magnet. Square Airplane type dial. Plastic grill. Automatic volume control circuit. Standard broadcast band from 535 KC to 1650 KC. Built-in loop antenna. Power changeover switch located on front panel to switch from 110 volt AC or DC power line source or the self contained batteries. Shipping weight approximately 6 pounds (less batteries). Requires one 67½ volt B Battery and two 1½ volt flashlight A batteries. Retails 19.95.

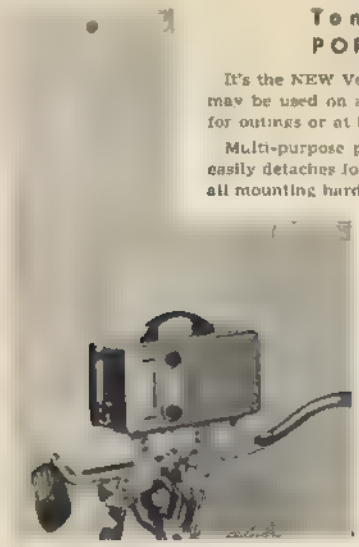
No. 3A37. Lots of 12. Each **13.97**
Lots of 6 Each **14.25**
Each..... **15.35**

PORTO BARADIO

Equipped with a Stewart-Warner highly selective Superheterodyne radio designed for operation on either A.C. or D.C. current featuring 7-tube performance with 5 tubes including 2 dual purpose tubes. Built-in loop antenna. P.M. speaker, automatic volume control and simple tuning arrangement. The radio receiver chassis is completely housed in a container insuring protection from any liquid. The radio grille is made of Tenite. Equipped with two glass decanters, six highball glasses, four jiggers, glass ice tray, six glass mixers and ice prongs, making total equipment 21 pieces. Retails 49.95

No. 3A29. Ivory with Gold Grille and Gold handles. Each..... **29.60**

Tom Thumb Bike PORTABLE RADIO



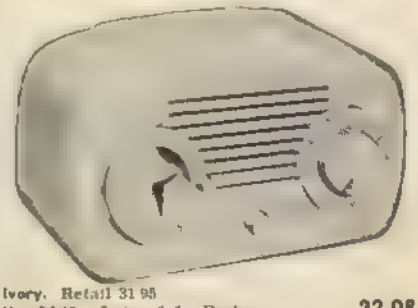
It's the NEW Versatile adaptable portable radio that may be used on a bike, baby buggy, or as a portable for outings or at home.

Multi-purpose powerful battery operated radio that easily detaches for portability. Supplied complete with all mounting hardware and anti-theft feature incorporated in mounting. Telescopic antenna which plugs into radio. Slide rule dial. Vernier tuning. Full size Alnico No. 5 speaker. Operates on 2 inexpensive flashlight cells and standard 67½ volt "B" Battery. Attached handle for ease in carrying when used as a regular portable. Lightweight 3 lbs 3 ozs. Case beautifully two-tone finished. Overall dimensions 7¼"x4¼"x3½". Retail 24.95

No. 3A38. Each **18.95**
Lots of 6. Each... .. **17.47**

WAKEMASTER

Go to sleep with radio on and it automatically will shut off after setting switch. Set the switch and set will automatically turn on as usual and with the alarm buzzer sounding 10 minutes later as an added feature. Telechron accurate alarm movement. Self starting motor. Handsome designed plastic cabinet. 5 tube superheterodyne with rectifier. Two I.F. transformers. Self contained loop antenna. Large Alnico V P.M. Speaker. Automatic volume control. 10⅜" long, 6¼" high, 6½" deep.



Ivory. Retail 31.95
No. 3A40. Lots of 6 Each . **22.08**
Each **23.00**
Walnut. Retail 29.95
No. 3A41. Lots of 6 Each **20.97**
Each... . . . . **21.75**

BATTERIES FOR PORTABLE RADIOS

No. 3A53. 67½ volt B battery. Retail 2.25. Each..... **1.58**
No. 3A54. 1½ volt A battery. Retail 10c. Per doz. ..... **.78**
Battery Set for Model Nos. 3A37, 3A38. Contains 67½ volt B battery and two 1½ volt flashlight type A batteries.
No. 3A55. Retail 2.45. Per set..... **1.71**
No. 3A50. 45 volt B battery. Retail 2.00. Each **1.40**
No. 3A51. 4½ volt B battery. Retail 73c. Each..... **.51**
Battery Set Contains two 45 volt B batteries and two 4½ volt A batteries.
No. 3A52. Retail 5.46. Per set..... **3.82**

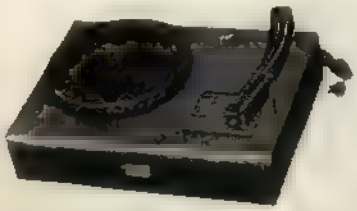
Individual switches permit using radio and lamp separately or together, as desired.
Flexible brackets fit any size or shape bed. Magnificent reception — advanced 5 tube including rectifier superheterodyne radio. Clear bell-like tone by advanced type PM dynamic speaker. Built-in "Air Magnet" eliminates aerial or ground wires. Complete broadcast band. AC-DC. A perfect bed lamp with powerful tubular type lamp with frosted curved lens. Beautiful streamlined plastic cabinet available in Ivory or Walnut. Retail 29.95

No. 3A45. Walnut.
No. 3A46. Ivory
4 or more. Each **19.95**
Each **20.97**

PHONOGRAPHS

Electric Phonograph. A fast selling phonograph in the cheaper bracket. Plastic cabinet. Measures 12" x 10½" x 6½". Rich, full acoustic chamber tone. Self-starting motor with on and off switch. Foolproof pickup and balanced tone arm. Plays all standard records. 110 volt, 60 cycle AC. Retail 8.95.

No. 11A18. Each..... **6.50**



Electric Record Player. 78 R.P.M. motor in brown plastic case. Sensitive tone arm for perfect pickup. Alnico V speaker and powerful amplifier. Special NYLON covering over speaker. Convenient on and off switch. Plays all size records. Underwriters Approved. Retails 18.95.

No. 11A1. Each..... **11.35**

Children's Floor Model Electric Record Player. Sturdy mechanism to withstand rough handling. Not a toy—built with standard quality parts. Precision motor, powerful amplifier, large speaker. Ornamental trim contrasts with rich washable leatherette. Colorful decals on front. On and off switch and volume control. 20x20x13 inches. 105–125 volt AC. Individually packed. Retail 22.50.

No. 11A2. Each..... **16.30**

Portable Phonograph. Sturdy 3-speed wound motor in all-wood cabinet. Covered with water repellent [illegible] coated washable fabric. Rich full acoustic-chamber tone. S-shaped nickel-plated throw-back, balanced tone-arm. Plays any 10 or 12 inch record with lid closed. Has on-off control switch and [illegible] regulator. Leather strap handles. Overall dimensions 14" x 15" x 8". Retail 24.95.

No. 11A19. Each..... **14.25**

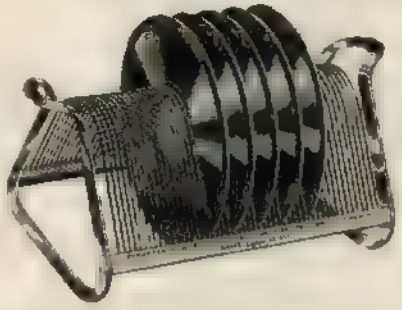
DeLuxe 3 SPEED Portable Record Player. Carrying case is covered in two-tone simulated leather with matching handle, looks like very expensive luggage. Built-in power amplifier, 3 tubes including rectifier. Powerful P.M. dynamic speaker incorporating newly developed Alnico No. [illegible] permanent magnet for improved tone quality and performance. Smooth quiet operating electric motor with 8" turntable. Simply switch arm for [illegible] from 33⅓ to 45 or 78 rpm turntable speeds. Light weight crystal pickup arm with arm rest. Has two long life needles for 78 or 45 and 33⅓ rpm playing. Plays any 33⅓, 45 or 78 rpm records in 7", 10" or 12" sizes. Operated on 110-125 volts 60 cycles AC. Measures 6⅜" high x 12½" wide x 10½" deep. Retail 29.95.

No. 11A16. Each..... **23.35**

Electric Portable Phonograph. Very attractive high style [illegible] type carrying case covered in two tone simulated [illegible] with matching handle. Built-in [illegible] amplifier, 3 tubes including [illegible] power amplifier [illegible] Powerful P.M. dynamic speaker incorporating the newly developed Alnico No. 5 permanent magnet for improved tone [illegible] smooth quiet operating self starting [illegible] motor with 8" turntable. Light weight crystal pickup arm with arm rest. Plays any standard 45 rpm [illegible] 10 or 12 inch phonograph records [illegible] 3 speed 50 cycle AC. Measures 6" [illegible] x 12" [illegible] with 10" legs. Retail 39.95.

No. 11A15 [illegible] **15.50**

RECORD STANDS and CASES



Record Stand. Records rest safely on rubber cushions. Frame is of steel, Red, felt-covered wires with copper plated handles. Rubber protection felt. Holds 50 records of any size. Takes up only 12 inches of space. Hand's index included. Retail 3.50.

No. 11A8. Each..... **2.35**

Record Carrying Case. Handsome, two-tone brown and beige [illegible] case. For carrying your records safely. Holds fifty 10-inch records safely on sponge rubber cushions. Complete index included. Retail 6.50.

No. 11A6. Each..... **4.35**

LUPOR MECHANICAL TOYS

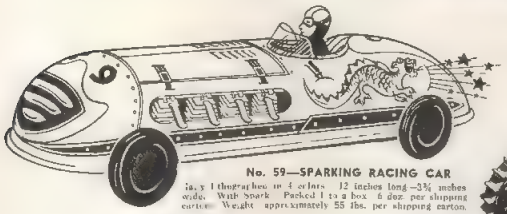
introducing our new

SPARKING RACING CAR AND TRACTOR

that emit brilliant showers of harmless sparks

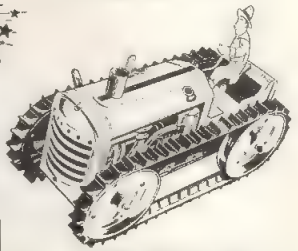
No. 63—POLICE CAR

Gaily lithographed in 4 colors. 7 inches long 2¾ inches wide. Packed 6 to a box 6 doz. to a carton. Approximately 28 lbs. per shipping carton.



No. 59—SPARKING RACING CAR

Gaily lithographed in 4 colors. 12 inches long—3¾ inches wide. With Spark. Packed 1 to a box 6 doz. per shipping carton. Weight approximately 55 lbs. per shipping carton.



No. 50—SPARKING TRACTOR

Gaily lithographed in 4 colors 7¼ inches long 2 inches wide WITH SPARK. Packed 1 to a box, 3 doz. per shipping carton. Weight approximately 45 lbs. per shipping carton.

No. 62—TAXI

Gaily lithographed in 3 colors. 7 inches long 2½ inches wide. Packed 1 to a box 6 doz. to a carton. Approximately 28 lbs. per shipping carton.

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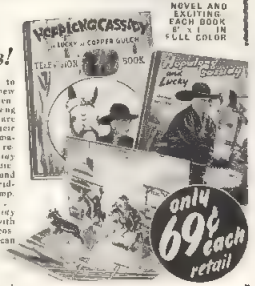

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Here's your chance to move in fast on two new and EXCLUSIVE, authentic Bill Boyd Hopalong Cassidy items that are the only things of their kind on the market! Imagine—for only 69¢ each retail—a *Hopalong Cassidy PEEP-O Book* with die cut figures of Hoppy and his Bar 20 Ranch pals riding horses, pitching camp, fighting rustlers, etc. . . and a *Hopalong Cassidy TELEVISION Book* with gunfights, bucking broncos etc. that youngsters can keep moving on the big, patented process "Televisor" screen! Both books in FULL COLOR throughout each with 24 pages of stories and pictures starring Bill Boyd and full-color photographs of Bill Boyd and Topper on front and back covers. 8" x 11", durably bound.

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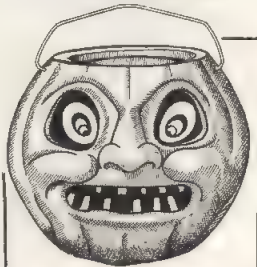

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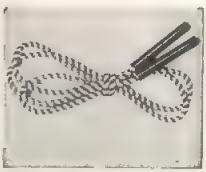

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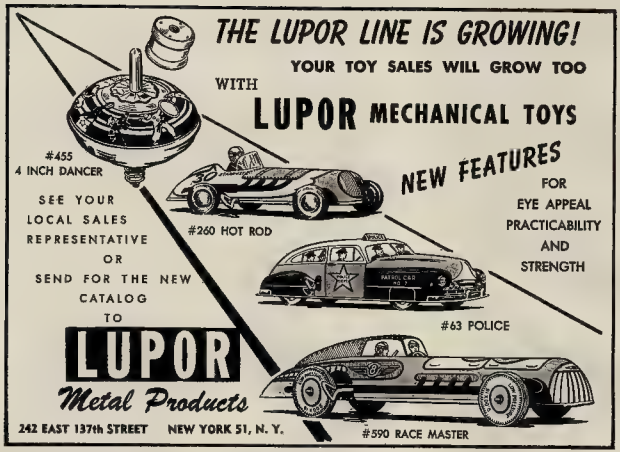

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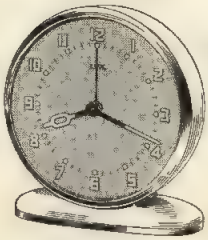
LUX FAMOUS SPRINGWOUND ALARM CLOCKS

SLUMBER MINDER ALARM

One-day alarm clock. Metal case. Metal dial with nickel hands and hour indications. Alarm shut off button at top. 5¾" high. Gunmetal baked enamel finish.

No. 251—List $3.50. Each **$2.28**

PETITE ALARM



Single key winds alarm and clock. Smallest American-made spring wound alarm! Only 2¾" x 3½". Guaranteed 36-hour movement. Sweep hand. Baked Ivory enamel case. Gift packed.

No. 520—Luminous. List $5.95. Each **$3.87**

No. 510—Non-luminous. List $4.95. Each **$3.30**

DELUXE JULIET

Economically priced one-day alarm. Metal case and pedestal in Ivory baked enamel. Dial is 4" diameter. Alarm shut-off button in base. 4⅝" x 5½".

No. 260—List $2.69. Each **$1.74**

SYMPHONY ALARM

Precision movement. Alarm shut-off switch in rear. Unusual design and Walnut plastic finish give it an expensive look. Ivory dial. 4½" x 6½".

No. 241—List $3.59. Each **$2.36**

CHILTON ALARM

Harmonious pedestal design. Plain dial. Metal case with baked-on Ivory enamel finish. Shut-off alarm switch in rear. 4⅝" x 5½".

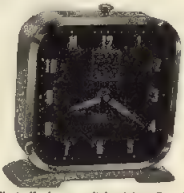
No. 220—List $2.95. Each **$1.90**

CHILTON LUMINOUS ALARM

Same as at left but with luminous dial for telling time in the dark. Hammered Gray baked enamel finish. Blue dial with luminous numerals and hands.

No. 221—List $3.75. Each **$2.44**

HARVESTER ALARM



Shut-off alarm switch at top. Popular priced spring wound alarm clock with luminous dial. Metal case finished in hammered Gray baked enamel. Blue dial with luminous numerals and hands. 4¾" x 4⅝".

No. 231—List $3.25. Each **$2.11**

HARVESTER ALARM

Non-luminous alarm, spring wound. Easy-to-read dial. Bowl glass. Metal case finished in baked on Gray enamel. Also available in Ivory. Operates quietly with the famous Lux movement. 4¾" x 4⅝".

No. 230—List $2.35. Each **$1.54**

LUX SPRINGWOUND NOVELTY CLOCKS

— In a Class By Themselves —

COTTAGE PENDULETTE

Colorful carved design in molded wood. Bird bobs in window. Blue numerals and Tan trim on White front. Available in bright Red or Green roof. Size, 4½" x 7½".

No. 380—List $2.95. Each **$1.92**

SPINNING WHEEL ALARM

As charming as it is novel. The dial face is an old fashioned scene with an animated spinning wheel. The metal case is finished in Chinese-red baked enamel. Size, 4¾" x 4⅝".

No. 270—List $2.79. Each **$1.80**

LUX MINUTE MINDER

An ideal, handy timer with dozens of uses. Times from one minute to one hour. Hand wound, it emits a single "ding" when time is up. Plastic case in White, Ivory, or Mahogany. Size, 2¾" x 3½".

No. 1428—List $3.95. Each..... **$2.55**

No. 1928—Timer with a long ring. Size, 4" x 3½". List $4.95. Each **$3.20**

LUX FAMOUS SPRINGWOUND ALARM CLOCKS

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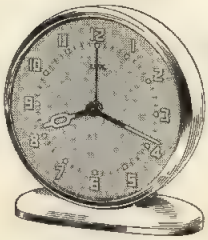

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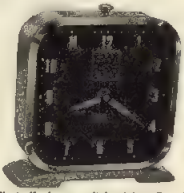

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Size Dispenser 6"x9"x10"
Glasses 2⅛" high
Weight 1 dozen carton 25 lbs.

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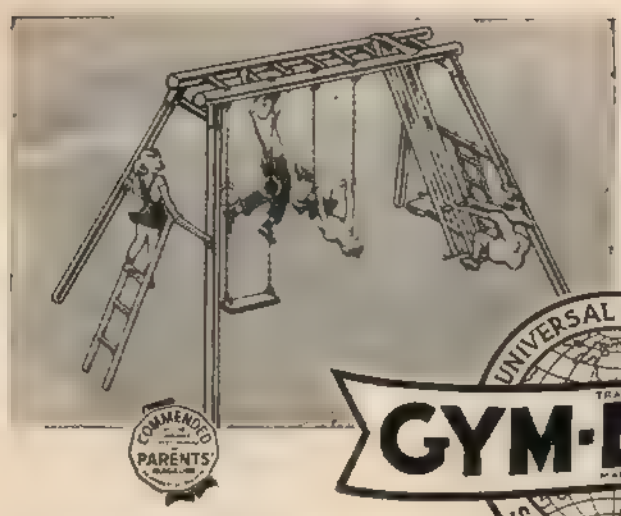

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Cadmium plated hardware, quiet ball-bearing hangers and glistening weather resistant enamels.

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Buyers still report the "Tornado Racer the most unusual mechanical principle in the history of toys. IT RUNS ON AIR —Just p mp it up away it goes Still retailing at only $3.95

The first Helicopter in toy history is still the best. Now a mechanical wind up. Loaded with action and play value at only $2.49 retail.

THE NEW THRILL-PACKED

'TOMIC ROCKET

The greatest action toy ever seen. Wind it up, release the brake and WHEEEE - away it goes – sparks flying from its exhaust. New principle in noise makers produces a shrill scream and WHAM, when it hits the target an explosion!

Specifications. 15 inches long – nose-fuselage – tail of red and white heavy, high impact acetate – Non-breakable spring in wind-up motor – Replaceable flint for sparker. Individually packaged in a sturdy three color box – suggested retail only $2.98.

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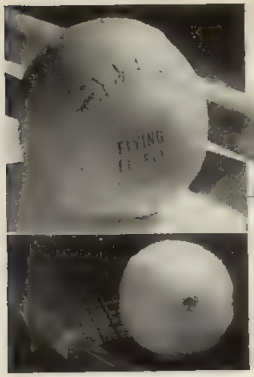

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Stearns Produces Outboard Cover

Newest product in the line of sporting goods produced by the Stearns Mfg Co., St. Cloud, Minn., is the Outboard Hood, a handy pull-over protective covering for outboard motors

The hood is of waterproof and greaseproof vinyl plastic, and is available in five colors. The opening is strongly elasticized and will admit all motors up to 7.5 horsepower, plus some models in the ten horsepower class, making it particularly practical

Seams are electronically bonded, and both the interior and exterior of the hood can be kept clean by wiping with a cloth. The colors retain their freshness over prolonged use. List price of the Outboard Hood is $1.50.

(Circle Item 25 on Page 187)

Stearns' Outboard Hood of Vinyl Plastic.

New Rifle Set by Daisy

Offered as "the most complete air rifle outfit ever created," the Daisy Mfg. Co., Plymouth, Mich., is introducing its Daisy No. 325 set, featuring a convertible pump gun with interchangeable barrels for shooting BBs or the new Big Shot cork balls

Other items in the outfit include a two-power scope, a pad of targets for BB shooting, 350 Bulls Eye BBs, a bell-ringing target, five knockdown targets for the cork balls, ten cork balls, and a Scope Dope and Shooting Manual

The complete outfit is priced to retail at $9.95 and is recommended as a top sales-appeal set for gifts, particularly at Christmas.

(Circle Item 26 on Page 187)

You Never Make a Mistake — but ALWAYS A PROFIT When you Sell MARBLE'S OUTING EQUIPMENT

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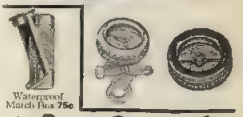
West, Pr on ad Pocket Models, Universal Suspendable $1.50 to $2.75



Jointed Brass or Steel Rifle Rod $1.50

One Piece Rod $1.25 For Revolver 60c

Order from your Wholesaler

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sparkling moving eyes... *appealing voices...*

MARGON

for

Dolls' Eyes

and

Dolls' Voices

"Your guarantee of the best in dolls' eyes and dolls' voices is Margon's intensive research and manufacturing experience for more than thirty years.

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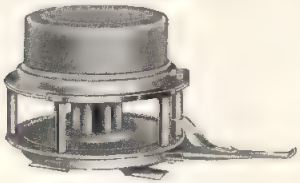
- ★ Small and regular criers
- ★ Mama and papa voices
- ★ Squeeze mama voices for latex dolls
- ★ Squeeze mama voices for soft body dolls

MARGON CORPORATION, BAYONNE, NEW JERSEY
DIRECT NEW YORK PHONE WHitehall 3-2798

Martin Automatic Reels—Standard "20"

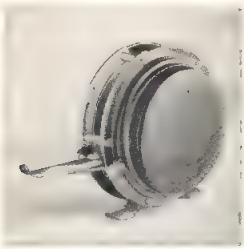


Precision built open spool automatic type reel with long curved adjustable release lever to secure positive finger tip control. Audible warning click when line is being stripped. Hook hole in end of release lever. Smooth clean exterior. Free stripping. Spring release knob. Sealed-in lubrication. Ample line capacity. Available in natural aluminum or anodized black finish. 4 models.

No.	2	3	4	5
Wt. Oz.	8.20	8.38	8.41	8.58
Capacity Ft.				
Line C	75	90	110	125
Line D	85	110	125	175
Line E	100	150	175	200
Line F	110	175	200	225
Line G	150	225	300	375
Each	7.95	8.50	8.95	9.50

Specify finish when ordering.

Martin Automatic Reels—Standard "30"

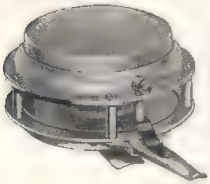


An upright open spool model with features found in the Standard 20 described above. Answers the requirements of left handed fishermen. Smooth, clean exterior without projections or sharp edges to catch or cut line. Made in four models of different sizes and line capacities. Finished in black anodized aluminum.

No.	22	23	24	25
Wt oz.	8.24	8.37	8.45	8.62
Capacity Ft.				
Line C	75	90	110	125
Line D	85	110	125	175
Line E	100	150	175	200
Line F	110	175	200	225
Line G	150	225	300	375
Each				

Specify finish when ordering.

Martin Large Capacity Reel—No. 30B



Identical in all its features with the Standard "20" but in addition to its 375 feet of G line capacity, it has two springs which enable it to take in 150 feet of line at one winding. Has free stripping. Finished in anodized black aluminum. Wt. 14.29 oz.

No. **30B** Large Capacity Reels..Ea. **12.95**

Specify finish when ordering.

Martin Automatic Reels—Fly-Wate "40"

A light weight aluminum reel with instantaneous take-down feature for easy oiling and cleaning. Has long curved release lever for positive finger tip control, adjustable to any angle. Audible click warns when line is being stripped. Ventilator openings in body. Free stripping without brake release. Available in natural aluminum or forest green polished anodized finish with bright metal trim. 4 models.

No.	37N	37G	38N	38G
Finish	Natural	Green	Natural	Green
Wt. oz.	7.60	7.60	7.68	7.68
Capacity Ft.				
Line C	75	75	90	90
Line D	85	85	110	110
Line E	100	100	150	150
Line F	110	110	175	175
Line G	150	150	225	225
Each	9.50	9.50	9.95	9.95

Martin Automatic Reels—Fly-Wate "50"

An upright model similar in design to the Fly-Wate "40" but upended to meet requirements of the left handed fisherman. Has instantaneous take down feature permitting reel to be unassembled for oiling and cleaning without tools. Adjustable brake lever for comfortable control.

Finished in forest green polished anodized aluminum. Two models of different line capacities.

No	47	48
Wt. oz.	7.75	7.83
Capacity Ft.		
Line C	75	90
Line D	85	110
Line E	100	150
Line F	110	175
Line G	150	225
Each	9.50	9.95

No. 76 Ocean City Single Action Fly Reels

76

One-piece type, of best aluminum alloy for rigidity and lightness in weight. Smooth and easy to handle.

Has silent adjustable drag with control button which permits adjustment from free spool to ¾-lb. drag. Split-second take-apart button makes cleaning easy.

Line capacity: 60 yards.
Spool diameter: 2⅛ inches.
Pillar length: ⅞ inches.
Weight: 5.20 oz.

No **76** Fly Reels ..... Each **5.00**

Prices shown are based on Manufacturers' List.

No. 77 Ocean City Single Action Fly Reels

77

Identical to the No. 76 Fly Reel, but with greater line capacity. Variations are as follows:
Line capacity: 100 yards.
Spool diameter: 3 inches.
Pillar length: ⅝ inch
Weight: 6.20 oz.

No. **77** Fly Reels.....Each **6.00**

No. 35 Ocean City Single Action Fly Reels

35

Sturdy die-cast one-piece aluminum alloy frame. Has lightness, balance and sturdiness. Equipped with Duo-Drag—an adjustable click and a smooth silent drag. Chromium line guide with rounded edges. One piece aluminum alloy spool. Plastic handle knob. Side plate design prevents wear.
Black baked enamel finish.
Line capacity: 25 yards.
Spool diameter: 2⅛ inches.
Pillar length: ⅛ inch.
Wt. 5.16 oz

No. **35** Fly Reels .... Each **2.75**

No. 36 Ocean City Fly Reels

36

Identical with the Ocean City No. 35 but with twice the line capacity. Variations from the above are as follows:
Line capacity: 50 yards.
Spool diameter: 3 inches.
Pillar length: ⅞ inch.
Weight: 6.08 oz.

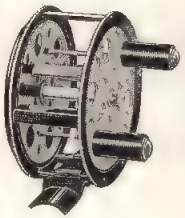
No. **36** Fly Reels .....Each **3.00**

No. 65RG Bristol Fly Reels

Single action reel, aluminum construction, gun metal finish. Perforated spool for quick line drying. Chrome plated ring line guide. Reel measures 3½ ins. diameter and ⅞ in. between end plates. Capacity 30 yards "E" level fly line. Backing 100 yards or 12-lb. test nylon casting line.
Wt. 6 oz.

No. **65 RG** Bristol Fly Reels ....Each **4.75**

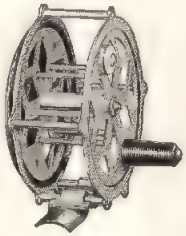
No. 2000 Bronson Fly Reels



All steel single action, adjustable click reel, suitable for both stream and lake fishing. Side plates perforated for quick line drying. Line can be stripped from reel and used loose for fly casting or trout fishing. Has ball burnished nickel finish.
Capacity, 60 yards.
Wt. 3½ oz.

No. **2000** Union Jack Fly Reels ... .Each **1.10**

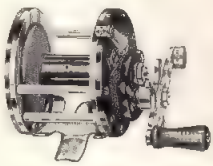
No. 1600 Flylite Fly Reels



Single action ball burnished nickel reel. Has adjustable click and is also free running. Ventilating side plates allow quick line drying.
A good model for the beginner in fly fishing to use.
Weight: 4 oz.

No. **1600** Reels .....Each **1.50**

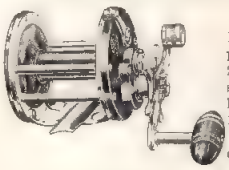
Penn Light Tackle Reels



An excellent reel for fresh water lake trolling and still fishing.
Designed for bait casting rods with offset reel seats. Made with 2⅝ inch reel stand. Non-strip triple multiplying gears. Metal bound end plates.
Plate diameter 2¾ inches. Spool width 1⅝ inches.
Capacity 100 yds. No. **9** Cuttyhunk line.

No. **180** with Star Drag, Wt. 11½ oz.....Each **6.00**
No. **185** with Free Spool, Wt. 11 oz.....Each **5.00**

Penn Light Tackle Casting Reels



Triple multiplying. Metal bound end plates. Dia. frame 2¾ in. Light weight spool extra wide with large arbor. Capacity 150 yards No. 9 line.
Has torpedo handle.

No. **160** with Star Drag, wt. 13½ oz.....Each **7.00**
No. **165** with Free Spool, wt. 13 oz.....Each **6.00**

Prices shown are based on Manufacturers' List.

AGAIN IN 1950...

"Best Outboards Ever Built!"

NOW, more than ever before, the NEW Standard of Performance!

BEST for SPEED... BEST for TROLLING... Like the thrill of skimming the water with breath-taking ease?... or trolling so slowly there's hardly a breeze? ... then *Man the Best*... MAN A MARTIN!

The host of exclusive features built into the new MARTIN "100" Commando mean increased outboarding pleasure through greater engine efficiency and operating ease. *Only* MARTIN MOTORS, for example, give you...

The extra convenience and added maneuverability afforded by the "Aquamatic Control"... sure-fire starting with a new, automotive type carburation system... a perfectly cooled motor at any speed with the calibrated water impeller and low level water intake ports ...an improved multiple disc propeller clutch that eliminates shear pins entirely... the new "Lok-Latch" filler cap to prevent any loss of fuel... a visible gauge that shows fuel level at all times.

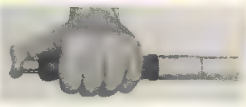
PLUS a great many other "Performance Tested" Martin Motor features for thrilling new outboarding pleasure!

REVERSE WITHOUT SHIFTING — FULL 360° STEERING

THE NEW *Martin* "100"

"FRICTION-FREE" powerhead with needle roller bearings... Balanced, forged steel connecting rods.

Martin 100
ALTERNATE FIRING TWIN
10 H.P
57 LBS. (Approx.)
CERTIFIED AT 4800 R.P.M.



New "Aquamatic Control"... permits simultaneous control of speed and direction while facing forward. Makes outboarding a simple matter, whether it's docking or reversing. Puts motor control in the palm of your hand! Permits quick maneuvering out of any tight spot. (Pat. Pend.)

Pioneered by MARTIN! Now improved by MARTIN! The famed MECHANICALLY-CONTROLLED INTAKE POPPET VALVES, found only in MARTIN MOTORS, have been made even more efficient than ever before with the adaptation of HYCAR rubber valve seats. Motor performance has been made even smoother!

NOW *Martin* BUILDS 4 GREATER OUTBOARD MOTORS!

Martin "60"
ALTERNATE FIRING TWIN
7.2 H.P.
44 LBS. (Approx.)
CERTIFIED AT 4000 R.P.M.

Martin "40"
ALTERNATE FIRING TWIN
4½ H.P.
36 LBS. (Approx.)
CERTIFIED AT 4300 R.P.M.

Martin "20"
SINGLE CYLINDER
2⅛ H.P
30 LBS. (Approx.)
CERTIFIED AT 4300 R.P.M.

PLUS The Great New MARTIN "100" COMMANDO

Performance TESTED!

EVERY MARTIN OUTBOARD MOTOR IS "*Performance Tested*" BY EXPERTS BEFORE LEAVING THE FACTORY. We have built a motor which will give many years of dependable service and outstanding performance. Look for the "*Performance Tested*" seal on every MARTIN MOTOR

Martin MOTORS
EAU CLAIRE WIS

SEE US AT THESE BOAT SHOWS

NEW YORK: January 6-19, Grand Central Palace, Section W

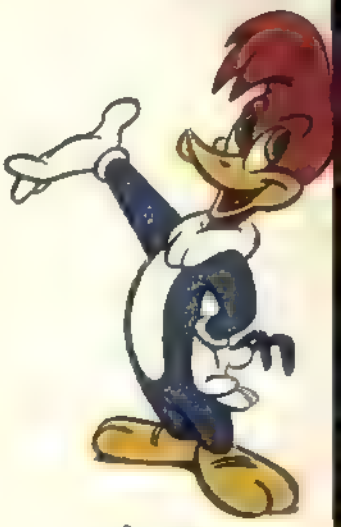
CHICAGO: February 10-19, Navy Pier, Booths 48,49 and 50

Martin OUTBOARD MOTORS

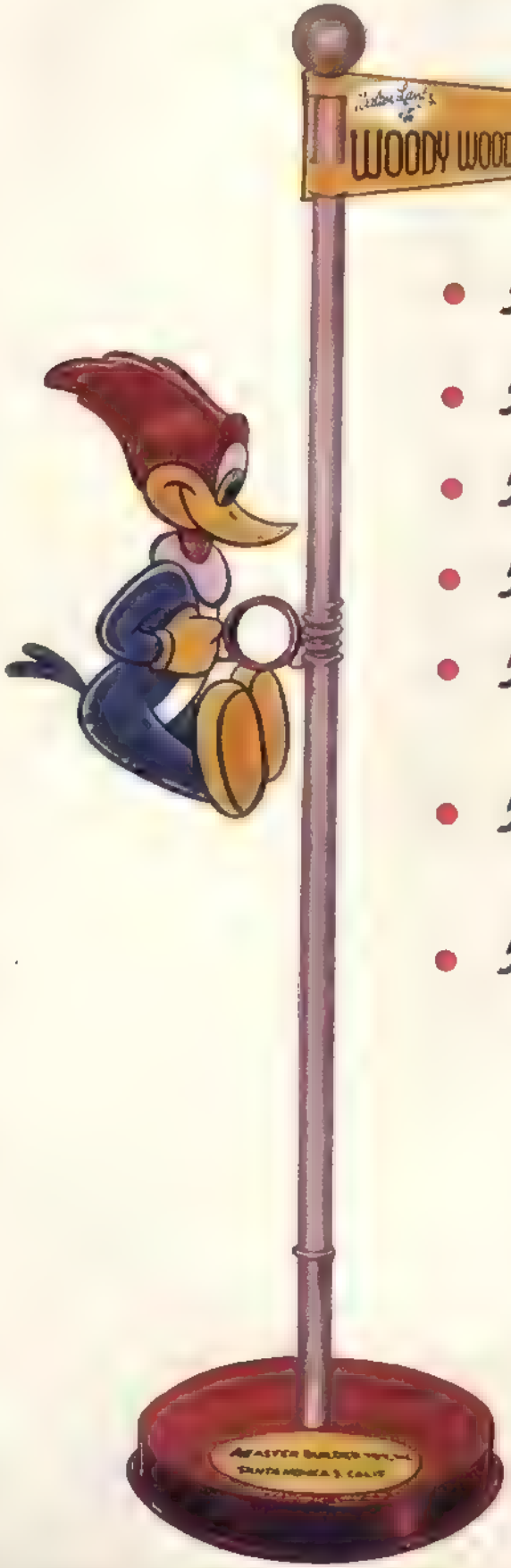
MARTIN MOTORS
Division of
National Pressure Cooker Company
Eau Claire, Wisconsin

Canadian Sales by:
MARTIN MOTORS
Walkerburg, Ontario

"WANNA PECK OF PROFITS?"



© Walter Lantz



- *I'm* **New!**
- *I'm* AN ACTION TOY . . .
- *I* . . MAKE NOISE AS I DESCEND . . .
- *I'm* COLORED METAL . . .
- *I'm* PRICED TO FIT EVERYBODY'S POCKETBOOK . . . **98c** Fair Traded
- *I'm* WOODY WOODPECKER-ON-A-POLE . . . (Famous Movie Character) LICENSED BY WALTER LANTZ
- *I'm* the HOTTEST ITEM of the year!

- Right in Character —
- A Natural Profitmaker!
- With National Acceptance Already Developed.
- Individually Boxed — Get your orders in early!

Packed 4 Dozen to Carton

Standard Discounts — F.O.B. Destination

ANOTHER PROFIT-BUILDER *by*

MASTER BUILDER TOY, Inc.

1750 BERKELEY STREET SANTA MONICA 3, CALIFORNIA

THE ORIGINAL PLASTIC CONSTRUCTION SET

NOW!

AVAILABLE

TESTS PROVE . . . that colorful moving displays pull in toy traffic . . . build volume . . . up profits the year round

Action Displays available with purchase.

If you already have a stock on hand but no moving display, we will send one on inquiry.

Master Builder now furnishes moving displays with every purchase to help you sell all toys as well as MASTER BUILDER SETS

Prove THIS SALES FACT FOR YOURSELF!

WRITE DIRECT FOR DETAILS
ON OUR COOPERATIVE PLAN FOR PROFIT-BUILDING RADIO, TELEVISION AND NEWSPAPER ADVERTISING

1950 Flash!

1. **HIGHER DISCOUNTS**
   Means more profits for you.
2. **LOWER PRICES**
   Means higher volume of sales.
3. **F.O.B. DESTINATION**
   Means still more profits to you.
4. **WAREHOUSING**
   Now available in New York, Chicago, Santa Monica to insure prompt delivery on last minute orders.
5. **HEAVIER ACETATE CONTAINERS**
   Insures trouble free merchandising.
6. **KLIP-ON MOTOR**
   Developed for all moving displays. 1/100 H.P., 110 Volt - 50 60 cycle 150 R.P.M. in solid plastic case, with four-step pulley. No bolts needed.

No.	No. of Parts	Packaged	Dozen Approx. Ship Wt	Fair Trade Retail
2	52	1 & 2 dz.	5½ lbs.	$1.49
4	82	1 & 2 dz.	9½ lbs	$2.95
6	149	½ & 1 dz.	18 lbs.	$4.95
8	275	½ & 1 dz.	27 lbs	$7.95
105	Elec. Motor	1 dz.	21½ lbs.	$5.95

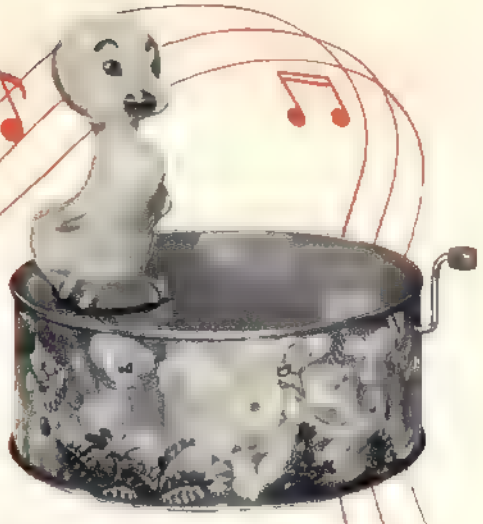
F. O. B. DESTINATION — Standard Discounts

MASTER BUILDER TOY, Inc.

1750 BERKELEY STREET SANTA MONICA 3, CALIFORNIA

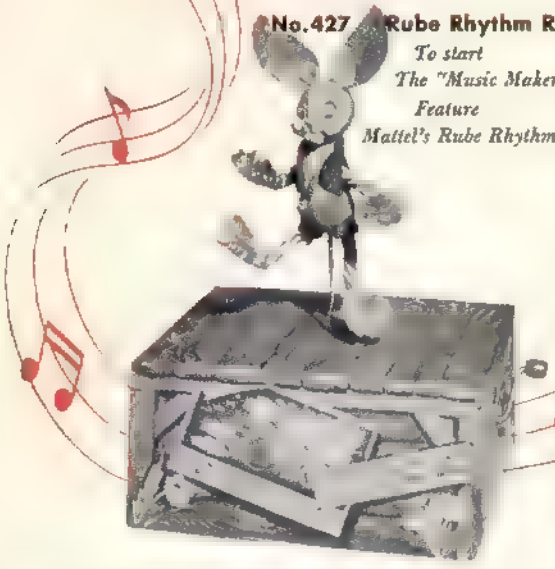
No. 421 Cowboy GeTar

Theres's a Western treat for the child who owns
The Cowboy GeTar's "Prairie Tones".



No. 424 Waddling Ducky-Go-Round

Here's cheery, Waddling Ducky-Go-Round
Whose metal "pond" is wired for sound.



No. 427 Rube Rhythm Rabbit!

To start
The "Music Maker" habit
Feature
Mattel's Rube Rhythm Rabbit.

No. 423 Musical Egg

The Musical Egg their fancy catches.
It plays real music—
not just snatches.

Sing a Song of Profits with

Mattel Music Maker Toys FOR SPRING

TOYS THAT PLAY REAL MUSIC

Four new "Music Maker" hits. Each plays familiar tunes every child should know, and each carries a price tag *to help keep America's children singing.* Planned for Spring — and year 'round — selling.

"Mattel has the Secret"

Mattel Creations

5436 WARNER DRIVE

CULVER CITY, CALIFORNIA

Representatives:

Jolof & Lewis, 1110 Wilshire Blvd., Los Angeles 14, California
Toy Market, 1424 Merchandise Mart, Chicago 54, Illinois
A. J. Frank, 200 Fifth Avenue, New York 10, New York
Russell D. Jesse Co., 644 Blvd., N. E., Atlanta, Georgia

All Ages Play these Games

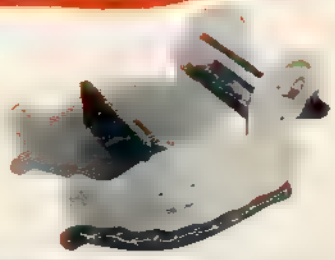
INCREASE YOUR Profits BY INCREASING YOUR Prospects

You Sell ALL AGE GROUPS... ALL SEASONS... When You Sell CARROM Toys and Games!

Yes, when you sell the CARROM line of toys and games, you're not only selling a line whose 60 years of progress in the art of producing toys and games makes it one of the oldest and most respected in the business . . . you're actually multiplying your sales by multiplying your prospects!

In the complete CARROM line, you'll find high-unit-sale skill games, as well as toys for tots . . . games and toys for all age groups . . . and there's a year 'round "open season" on prospects, due to the wide variety of toys and games your customers choose from. Check your stock against the typical popular Carrom numbers shown on this page — for more profitable all-season sales.

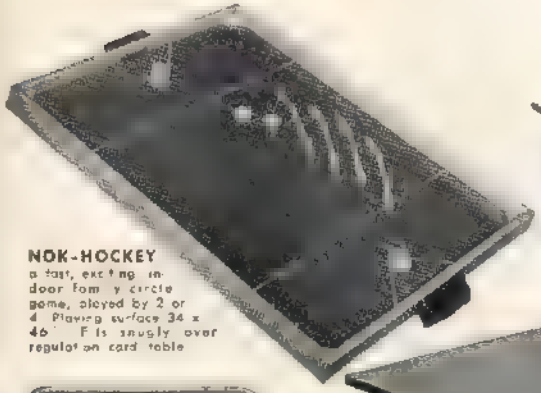
TOYS for TOTS



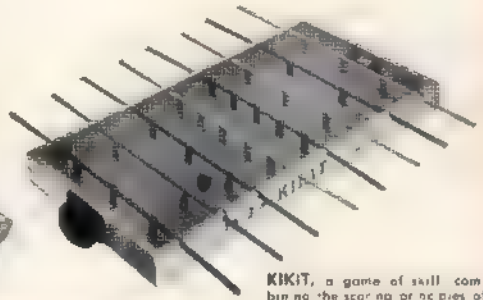
NEW! Beautifully made, non-tipping SHOO-FLY Action Rocker ideal for child training and hours of fun. ⅜ plywood sides, sturdy backrest, foot rest, and deep wood seat. Packed KD in shipping carton.

WHIRLIGEAR

An attractive, colorful toy for active imaginative tots. Both entertaining and instructive. Tops in sales appeal to the younger set.



NOK-HOCKEY a fast, exciting indoor-room variety game, played by 2 or 4. Playing surface 34 x 46". Fits snugly over regulation card table.



KIKIT, a game of skill combining the scoring principles of hockey, soccer, and basketball. 2 to 8 persons can play. 2 popular sizes. Rugged construction.

OFFICIAL SIZE TABLE-TENNIS TABLE Made in 2 sections; folds flat. 8 legs with special steel locking braces. Top [illegible] locked [illegible] at [illegible]

HAMMER SET

Tots, aged 2 to 5, are amused for hours. Tight-fitting pegs are pounded down on one side. Then bench is turned over and pegs are pounded down again. Finished in attractive colors.

WHACK-IT. Loads of fun for tots! As the assorted colored pegs are pounded into the hole at one end of the bench, another "pops out" through a hole at the other end. Set includes strong bench, extra pegs, and mallet. Attractively designed. Size 4 to 9".

CARROM-CROKINOLE. An American tradition and still thrilling young and old everywhere. Play up to 95 games on one board. 2 numbers.

SEE OUR DISPLAY AT THE TOY FAIR ROOM 797 HOTEL McALPIN

Carrom Industries, Inc.

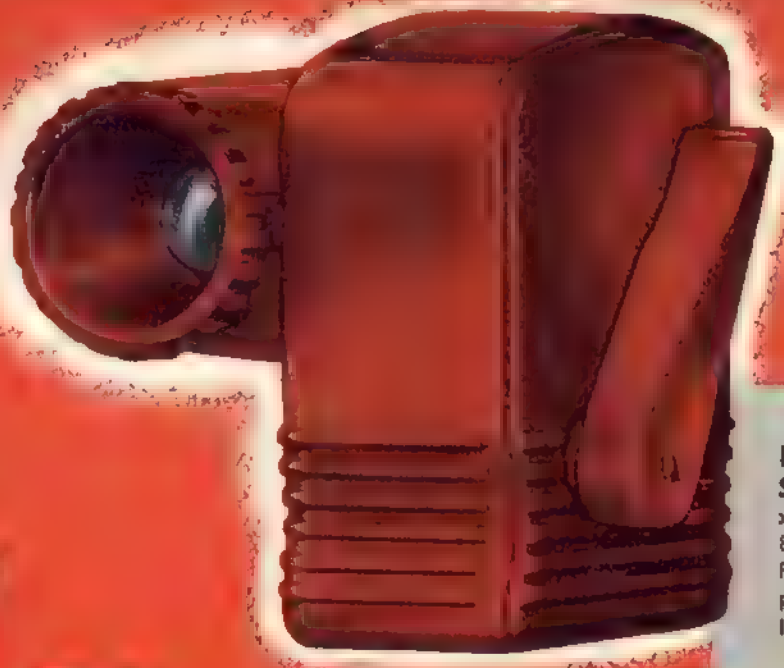
LUDINGTON Established 1889 MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. [illegible] Floor, Room 418, Berkeley Building

have bigger box office!

Mattel Super Movie Show



No. 429—Western Movie Show in plastic case, size 2½" x 2¾" x 2⅝", with 1 loop of 8 mm. film. Attractive box. Packed 3 doz. to carton, shipping wt. approx. 14 lbs. *Suggested retail* 98¢

No. 434—Film Library Assorted subjects on 8 mm. film. Packed 6 doz. to carton, shipping weight approx. 12 lbs. *Suggested Retail* 4 for 50¢

No. 433—Mattel Super Movie Show with exciting "film library" of action-packed movies—5 Westerns, 4 assorted subjects made especially for Mattel. Plenty of "reel" fun and real value! Red plastic case, non-clicking "big-projector" shutter action, spring activated motor. Indiv. boxed in full color package 10" x 6" x 3". Packed 2 doz. to carton, shipping wt. approx. 14 lbs. *Suggested Retail* $1.98

Music Maker Toys

mattel creations

"Mattel has the Secret"

8436 Warner Drive, Culver City, California

CARROM as "American" as the Barber Shop Quartet

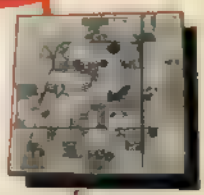
Profit by Selling an ESTABLISHED LINE with a "Following"

Look over these established favorites . . . the games of old and young Americans everywhere . . . as familiar . . . as typically "American" as a barber shop quartet or apple pie . . . and built by a leader in the field whose record of achievements in building pace setters stretches over 60 years! They're easier selling because the CARROM name has been "pre-sold" through years of consistent national advertising, and years of friendly competition by players in homes, nation-wide. They're better games, sure-fire hits in "pay-value" as well! Every one of these games, along with many of the new games that are constantly added to the Carrom line, are all "high turn-over" merchandise for which there is always a steady demand.

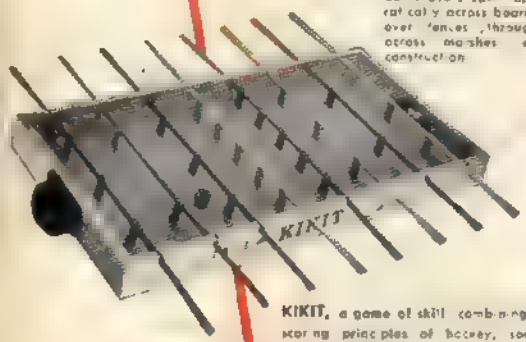
Check your stock against these established Carrom numbers — for larger, more profitable sales!

JUN 18 '25?

FOX HUNT Fast action skill and chance aplenty for all players 6 to 60. Players spin up that moves either catchy across board chasing fox over fences, through underbrush across marshes etc. Sturdy wood construction

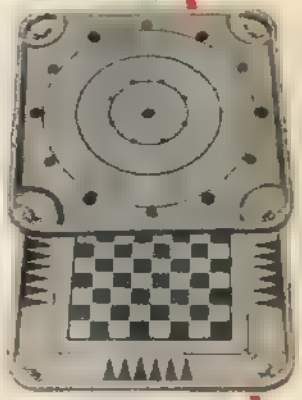


GUSHER An all battle game where lady luck plays a big part. An excellent family or party game for older children and adults. Players bet for horses, dice wells make a merry or bust! Size of game 14" x 15 ½"

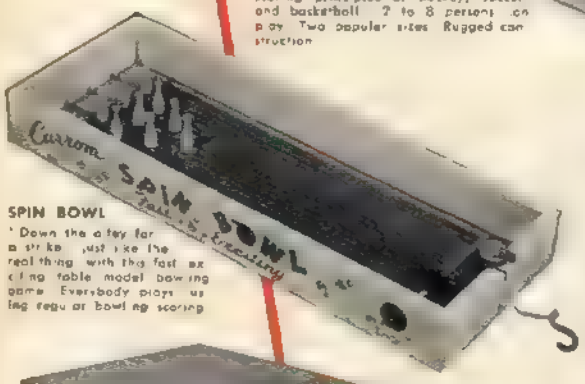


KIKIT, a game of skill combining the scoring principles of hockey, soccer and basketball. 2 to 8 persons can play. Two popular sizes. Rugged construction

NOK-HOCKEY Yes sir! — it's Table Hockey! Playing surface 34" x 46"—center section nests snugly over card table top. 2 or 4 can play. Speedy and exciting indoor sport for the entire family



CARROM-CROKINOLE An American tradition . . . and thrilling young and old everywhere. Play up to 95 games on one board! Two



SPIN BOWL Down the alley for a strike, just like the real thing, with the fast exciting table model bowling game. Everybody plays using regular bowling scoring

DART BOARD Fast action fun for all! 2 dart games on each side of board. Printed in beautiful colors. Bounce end grain hardwood for easy dart penetration. Size 18 x 18"

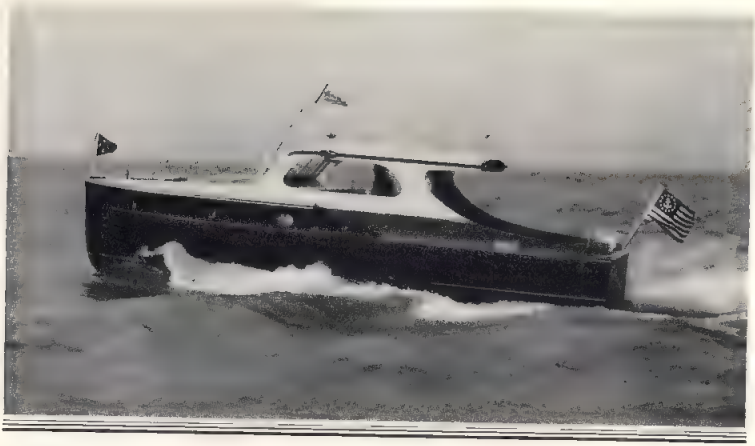
OFFICIAL SIZE TABLE-TENNIS TABLE Made in 2 sections; folds flat; 8 legs with special steel locking braces. Top fitted to hardwood frame; rugged, locked-corner construction. A top bracket sales item

Carrom Industries, Inc.

LUDINGTON — Established 1889 — MICHIGAN

Largest Makers of Game Boards in the World

New York Showroom



Here's the Matthews you've been wanting...

the 32-foot PLAYBOAT

- ✓ Full headroom 6′ to 6′3″
- ✓ Husky round-bottom design
- ✓ Open cockpit 16 feet long
- ✓ 4 Pullman berths—or twin beds
- ✓ Complete galley—full width
- ✓ Single or twin-screw power
- ✓ Large toilet and dressing room
- ✓ Deckhouse enclosure available

YACHTSMEN everywhere have been asking for a small Matthews Cruiser. Here she is—the 32-foot Playboat—a scaled-down model of the famous Matthews "40" hull.

Built to the same exacting standards of quality and performance incorporated in all Matthews cruisers—built to take you out in heavy going in real comfort.

She's an ideal fishing and day cruiser with complete overnight accommodations for four.

If she looks like your next boat...better write today for free descriptive circular. Her low price will agreeably surprise you.

Large, roomy cabin looking forward

On display at the Boat Show: The "32" Playboat and the "40" DeLuxe Sedan.

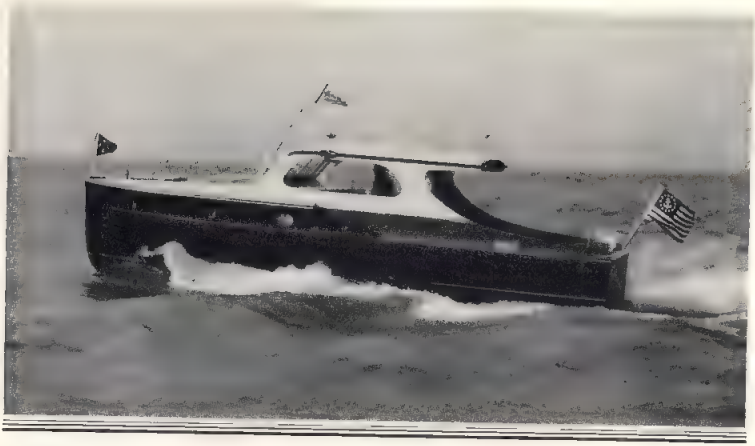
THE MATTHEWS CO.

PORT CLINTON 4, OHIO

DEALERS COAST-TO-COAST

In Miami—Matthews Cruisers, Inc. • 1825 Biscayne Boulevard

"Wherever you cruise...you'll find a Matthews"



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PORT CLINTON 4, OHIO

DEALERS COAST-TO-COAST

In Miami—Matthews Cruisers, Inc. • 1825 Biscayne Boulevard

"Wherever you cruise...you'll find a Matthews"

3 Big Reasons For More Sales-Greater Profits
WITH GENUINE
F.N. DE LUXE MAUSER RIFLES

- Average Profit of $6.50 more than competitive high-power rifles.
- Retail for as low as $137.50 and are the finest and quickest selling custom-grade rifles available.
- Completely manufactured and guaranteed by Fabrique Nationale, world famous makers of firearms.

Left View of F. N. Mauser Rifle Equipped With Armstrong Dual-Range Sight

Right View of F. N. Mauser Rifle Equipped With Armstrong Dual-Range Sight

CALIBERS: .30-06 - .270 - .257 R. - 250/3000 - .300 Sav.

Fast-Selling F. N. Rifles are Stocked by Most Quality Sporting Goods Stores Nationwide

COMPARE THESE EXCLUSIVE SELLING FEATURES:

• Famous F. N. Mauser Action • Super-Accurate Chrome-Vanadium steel barrel • Beautiful French walnut hand-checkered, inletted and bedded stock.

INSURE PROMPT DELIVERY

ORDER NATIONALLY ADVERTISED F. N. RIFLES NOW!

WHOLESALE PRICE LIST:

	Wholesale	List
Without rear sight	$105.00	$137.50
With Armstrong Standard-Peep Sightmaster	110.75	145.00
With Armstrong Dual-Range Sightmaster	112.75	148.75
With Lyman 48-FN	115.33	153.00

WRITE FOR FULL DESCRIPTIVE LITERATURE OF THE PROFITABLE FIREARMS INTERNATIONAL LINE

FIREARMS INTERNATIONAL CORPORATION
1536 CONNECTICUT AVENUE WASHINGTON 6, D. C.

New Bait Principle for Luring Fish

Based on the theory that the best way to attract game fish is to attract minnows, a unique angling set composed of a watertight aluminum float, a detachable aluminum container, leader, sinker and hook is available under the tradename of Nature-Lure. It is made by Nelson & Neiman, Des Moines 13, Iowa

The container is filled with minnow food and on the hook below is attached a minnow, chub, frog or crawfish. Minnows, drawn by the food, congregate, soon attracting game fish. The free minnows then scatter, leaving only the captive bait

Recommended for lake, river, creek or pond fishing, Nature-Lure is Fair Traded at $1.95.

Ray Wurth, 427 West Center street, Milwaukee 12, Wis., is serving as national sales director for the Nature-Lure minnow device.

(Circle Item 58 on Page 187)

Elgin Precision Co. Adds Fueling Pump

A new pump for use in fueling outboards, lanterns, stoves, etc. has been developed by the Elgin Precision Co., 2388 West Thirty-eighth street, Cincinnati 13, Ohio. It will fit all standard screw-top cans from six to 18 inches deep.

The manufacturer declares there is an important safety feature to the pump since it can be used while sitting down in the boat and there is no need to shut off the motor while refueling. No funnel is required as the pump has a built-in bronze filter screen.

Regular, Top, and Deluxe Elgin Pumps

An easily adjustable packing nut is fitted to the pump handle to assure non-leaking performance. A four-foot neoprene hose with a spring clip on the discharge end permits one-hand refueling. The pump is constructed of heavy gauge steel, plated to resist rust. Two models are offered — the regular, listing at $3.25, and the DeLuxe, $6.65.

(Circle Item 59 on Page 187)

Lyncraft Markets Grill

The Parti-Chef, a new barbecue grill designed for use either indoors or outdoors, has been placed on the market by Lyncraft Products, 31 Orion street, Lake Orion, Mich. Of all welded steel construction finished in green enamel, Parti-Chef retails for $19.95, complete with mounting post for fireplace, steel peg and base-plate for outdoors, grill with control handle, wire grid, charcoal burner and griddle.

(Circle Item 60 on Page 187)

Everybody knows the sign of good coffee

TIME FOR CONGRATULATIONS! And for a friendly, refreshing cup of coffee to add to the good cheer. Maxwell House Coffee, the famous favorite that brings you *complete* coffee-drinking pleasure. There's a reason why Maxwell House is so satisfying. It's the Maxwell House recipe—the *only* recipe for that wonderful "Good to the Last Drop" flavor. A recipe that insists on certain choice coffees, blended a special way. That's why Maxwell House is so downright delicious. That's why it's the coffee *more* people buy and enjoy than any other brand!

Wonderful in Instant form too!

★ *TUNE IN two award-winning hits—"Father Knows Best," starring Robert Young, NBC, Thursday nights, and "Mama," starring Peggy Wood, CBS-TV, Friday nights.*

Products of General Foods

Make him the happiest boy in the world this Christmas with the new 1950

LIONEL TRAINS

with MAGNE-TRACTION

Magne-Traction—exclusive Lionel track-gripping development—is the most amazing advance in model trains. These new Lionel Trains climb steep grades, take tight curves at top speed, pull twice as many cars twice as fast... all with split-second control! Grand climax to all the features that have made Lionel the leader for 50 years...built-in remote-control whistle; real smoke (harmless); remote-control knuckle couplers. *Prices lower than for many years past!* Free catalog at your dealer's, or send coupon for special offer.

LIONEL TRAINS, P.O. Box 432 Madison Sq. Sta., N.Y. 10, N.Y.

I enclose 25c. Please send me special Lionel Train Catalog offer postage prepaid.

1. The New Lionel 44-page full-color catalog.
2. The "Magic of Magne-Traction Book" with new track layouts, scenic effects, etc.
3. The Lionel "Portfolio of 19th Century Locomotive Art Prints"—in color—suitable for framing.

Name .....

Address .....

LIVESTOCK

Photo C. F. Morley

Quick Way to Feed

You just open the door of this balcony corn crib and scoop the corn into the feed lot on the Walter Fossel farm in Story County, Iowa.

easily. This is a problem that has had western sheep men "buffaloed" for a long time. The answer was simple when found—it was right on the sheep's back all along. It was in lanolin, the grease cleaned from sheep's wool.

The USDA says that this is the best mixture they've come up with so far: lanolin, 100 parts by weight; tetrachloride, 25 parts by volume; and red or black pigment, 3 parts by weight.

Yellow pigment gets discolored by dust, green fades slightly, and blue is hard to tell from black.

This new branding fluid will stand up against all the rigors of a sheep's life on the range, such as rain, snow, sheep dip, sunshine, dust storms, and rubbing against bushes, trees, and other sheep. Yet it will come out of the wool at the mill.

Brahman-Hereford Cross Out-Weighs Herefords

Good word about Brahman cattle crosses continues to come in. This time Brahman-Hereford crosses are outweighing straight Herefords—and have done it four years in a row at the Texas Station.

And here's something to remember: you get better results if you mate a Hereford bull to a Brahman-Hereford cow, then you do with a Brahman-Hereford bull on a Hereford cow.

Here's why: the weaning weight of calves out of the Brahman-Hereford cows (and sired by a Hereford) have been running about 460 pounds at the Texas Station. The calves out of Hereford cows (and sired by Brahman-Here-

Contributors to this month's Livestock department: Dr. J. W. Bailey, Fort Atkinson, Wis.; Dr. John B. Herrick, Iowa State College;

● When rheumatic pain has you ready to scream...*quick*...reach for Absorbine Jr.!

This famous soothing liniment comes to your rescue *fast*—goes to work as soon as you apply it with two wonderful pain-chasing actions:

It soothes those aching sore spots! And it counters the irritation that causes pain with a grand, warming effect!

Keep Absorbine Jr. ready for the next time rheumatic pain strikes. $1.25 a long-lasting bottle wherever drugs are sold.

W. F. Young, Inc., Springfield, Mass.

MAX ECKARDT and SONS, Inc.

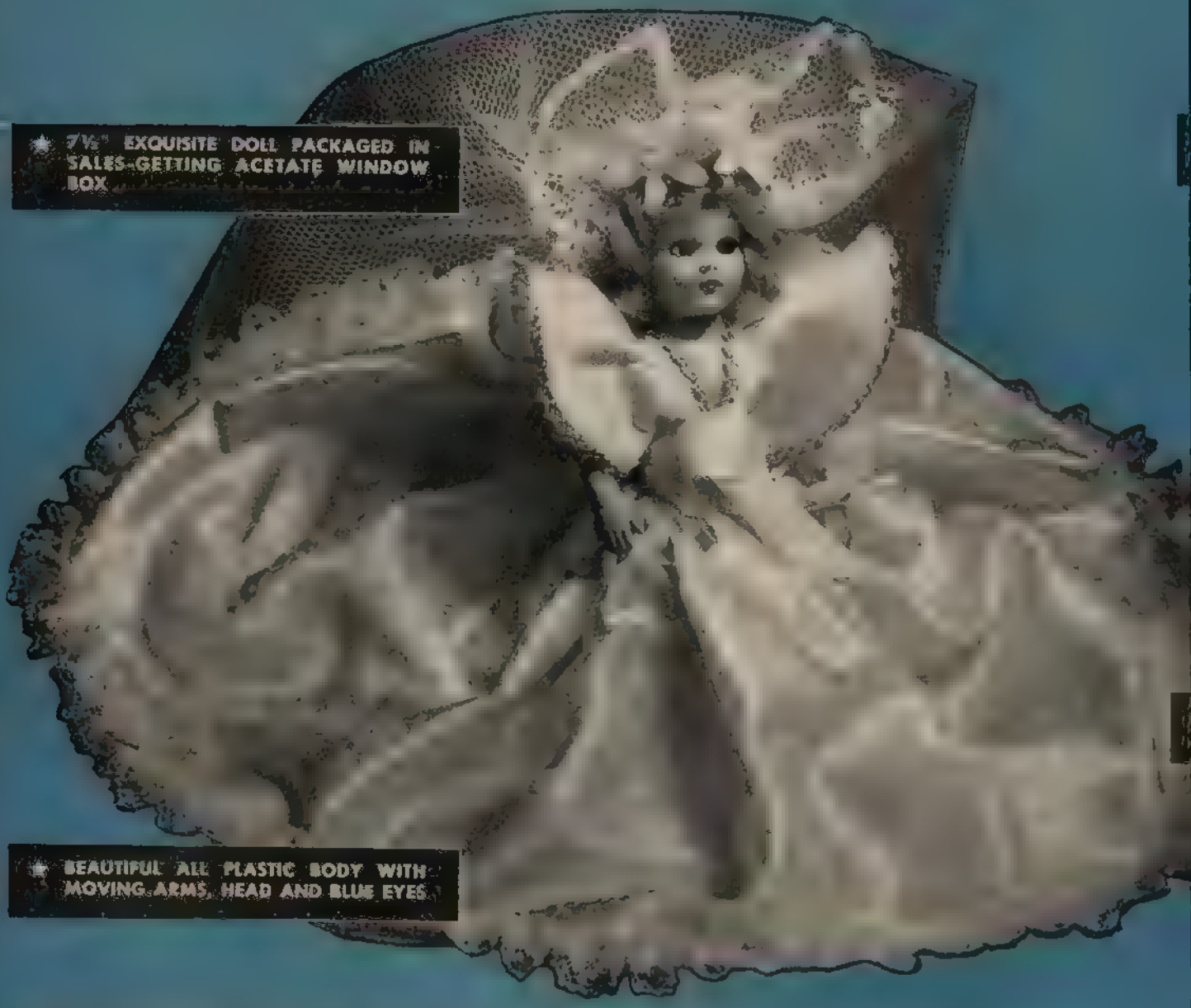
35-45 EAST 17th STREET - NEW YORK 3, NEW YORK

PLANTS:

We proudly present

the Duchess BRIDE

with the IRRESISTIBLE MOVING EYES



- 7½" EXQUISITE DOLL PACKAGED IN SALES-GETTING ACETATE WINDOW BOX
- BEAUTIFUL ALL PLASTIC BODY WITH MOVING ARMS, HEAD AND BLUE EYES
- WEDDING GOWN OF SATIN AND LACE DECORATED WITH GOLD TRIM AND MOTHER OF PEARL FLOWERS

Catalog sent upon request

Duchess Doll

Model G-28, the 1950 style leader

ANNOUNCING

the All-New, Complete Line of . . .

'50 MERCURY BICYCLES

The new Mercury line is certain to be the bicycle sales sensation of 1950. Every model incorporates the latest in sound engineering, ultra-modern design and advanced color styling. Here are some of the profit-building sales features of these great bicycles:

BETTER CONSTRUCTION Electric hydrogen brazing of frame gives super strength and cleaner joints . . . Reinforcement of *all* joints gives maximum durability . . . Oven-baked enamels for lasting luster; top quality chrome plating for extra sparkle.

BETTER DESIGN Superb restyling of the deluxe models, including an entirely new chain guard, tank, and luggage carrier

COMPLETE LINE There is a Mercury bicycle for every age and every pocketbook, from 26" size down to the 12" park cycle, including super deluxe, deluxe and standard models.

SYMBOL OF QUALITY

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

1950 MURRAY OHIO *Wheel Goods* are better than ever!

AUTOS Three new models have been added to the line for 1950.

TRUCKS Five new truck models are included in the new line.

WAGONS A complete new ball-bearing line, ranging from super deluxe to utility models.

Extensive improvements have been made in the new Murray Ohio line. Ultra modern design plus improved mechanical features give every model *even greater Sales Appeal*—sales appeal that means *Faster Turnover* and *Bigger Profits* for *You!*

Full Ball-Bearing Wheels are used on the *entire* line—assuring smoother riding, easier pedaling, and longer wear . . . Additional improvements on the juvenile autos and trucks include (1) ball-bearing pull straps and axle retainers for easier operation; (2) improved undergear that gives more leg room; (3) new steering mechanism that permits turning in shorter circles . . . Also note the variety of sizes and models listed under the sketches . . . Yes, the long-famous Murray line is now truly *better than ever!* Be sure to see the display at the Toy Fair, or if unable to attend, write for:

64-PAGE FULL-COLOR CATALOG on the 1950 LINE. Your copy sent promptly on request.

THE MURRAY OHIO MFG. CO.
Cleveland 10, Ohio
New York: 502-08 Fifth Avenue Bldg.

VELOCIPEDES Full range of tangent spoke and machine spoke models—all ball-bearing.

CHAIN-DRIVEN TRICYCLES Three full ball-bearing models—two 16" size, one 14" size.

PARK CYCLES 12" and 14" models, with removable, outrigger-type safety bike aid.

DESIGNED TO MAKE

your profits climb!

NOTE THESE SALES MAKING FEATURES

SIX large, beautiful rooms, decorated in full color - simulated carpets, tile and walnut wall panels with built-in shelves, cabinets, etc., and reproductions of actual paintings. Baked lacquer finish.

All steel construction

21" Wide, 14½" High, 10¾" Deep

Packed ½ doz. to carton:

Appr. wght. 33 lbs.

Usual trade discount

F.O.B. Camden, N. J.

SUGGESTED RETAIL PRICE

$2.49

***WITH FURNISHINGS $3.79**

Mertoy CORP.

222 Quincy Street, Boston 21, Mass.

Sales Representative, DAVID H. FABER, *Toy Bldg., 200 5th Ave., N. Y. 10, N. Y.*

FOR STEADY VOLUME AND *sure Profits!*

Sturdily built,
handsomely finished,
attractively priced
to outsell all others

Body 6" x 11½" x 1½". Rolled edges. Painted wood handle. 3" Steel wheels. Swivel Front.

Suggested retail price 59c

Packed 12 to a carton Appr Ship Wght. 16 Lbs
Standard Trade Discount. F.O.B. Camden

SALES REPRESENTATIVE
DAVID H. FABER
TOY BUILDING
200 FIFTH AVENUE
N. Y. 10, N. Y.

Meritoy CORP.

222 Quincy Street, Boston 21, Mass.

DESIGNED TO MAKE *your profits climb!*

The Doll's HOME BEAUTIFUL

No. 146

*AVAILABLE with 40 piece matching furniture set (inc. 2 dolls) to completely furnish house

NOTE THESE SALES MAKING FEATURES

SIX large, beautiful rooms, decorated in full color - simulated carpets, tile and walnut wall panels with built-in shelves, cabinets, etc., and reproductions of actual paintings. Baked lacquer finish

All steel construction

21" Wide, 14½" High, 10¼" Deep

Packed ½ doz. to carton:

Appr. wght. 33 lbs.

Usual trade discount

F.O.B. Camden, N. J.

SUGGESTED RETAIL PRICE

$2.49

*WITH FURNISHINGS $3.79

Meritoy CORP.

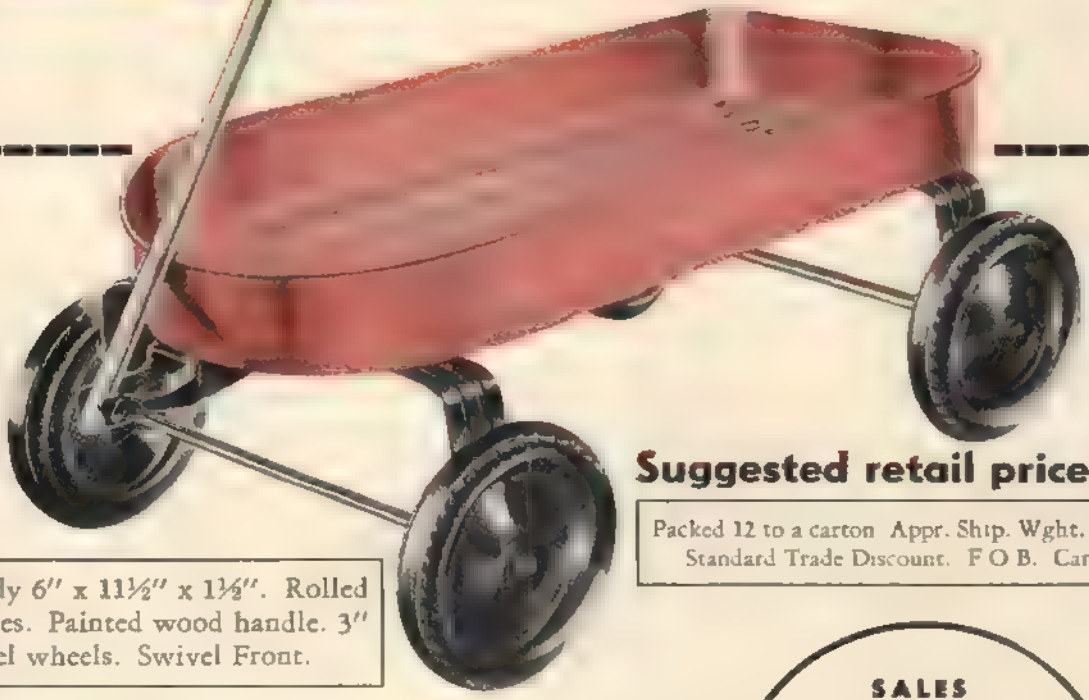
222 Quincy Street, Boston 21, Mass.

Sales Representative, DAVID H. FABER, Toy Bldg., 200 5th Ave., N. Y. 10, N. Y.

FOR STEADY VOLUME AND *sure Profits!*

Meritoy Metal Cart

Sturdily built,
handsomely finished,
attractively priced
to outsell all others



Suggested retail price 59c

Packed 12 to a carton Appr. Ship. Wght. 16 Lbs
Standard Trade Discount. F O B. Camden

Body 6" x 11½" x 1½". Rolled edges. Painted wood handle. 3" Steel wheels. Swivel Front.

SALES REPRESENTATIVE
DAVID H. FABER
TOY BUILDING
200 FIFTH AVENUE
N.Y. 10, N.Y.

Meritoy CORP.

222 Quincy Street, Boston 21, Mass.

Youngsters can *Do Things*

Realistic with EMPIRE *Action* **TOYS**

That's Why They SELL SO FAST!

Girls Love These "*Little Lady*" Toy Ranges, Flat Irons, Ironing Boards that Really Work...Just Like Mother's

Irresistible to girls, mothers and others . . is the "Little Lady" line of unbelievably realistic toy Electric Ranges . . . Little housekeepers can actually cook and bake with them. Sparkling enamel finish over durable steel construction, electrically welded. Available in a complete range of sizes, 2 burner and 4-burner. Complete with utensils and 12-page cook book. Suggested retail: from $2.95 to $9.95.

Also Play Stoves for tiny tots; suggested retail: $1.50 to $2.95.

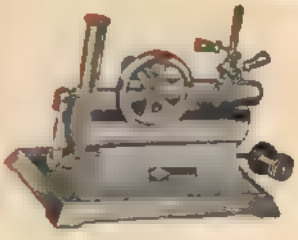
IRONING BOARD

28" x 8" stands 22" high. Reinforced steel construction, vent lated like most modern Big Iron ap boards. Attractive white enamel finish with red enamel ed braces and legs. Folds flat. Double lock braces for real rug duty. A real quality board — a honey for any money. Suggested retail: $2.65.

FLAT IRONS

Toy Play Iron for tiny tots and real Electric Irons that really iron! Streamlined lustrous chrome finish heavy cast aluminum soleplate heating element, fully insulated. Perfect for ironing dolls clothes handkerchiefs etc. Five numbers suggested retail from 39¢ to $2.50.

Boys Go for EMPIRE Steam Engines



Yes sir—they have both SPEED and REAL POWER! Practical educational action toys that are just as irresistible to the old man as they are to the kids! Actually generate and operate on steam! Complete with loud whistle, safety valve, water gauge, grooved pulley, Boiler cylinder, and fittings made of copper and brass polished chrome finish. Complete with cord set. Three numbers suggested retail. $7.95 to $12.95.

WATER PUMP

Actually pumps water continuously. An ideal accessory for steam engines and electric motors. Equipped with intake and stop valves for continuous pumping. Water pumped from and returned to pan or base. Heavy cast balance wheel machined drive pulley. Accurately machined bronze pump with brass piston. Base and pump enamelled fire engine red. All metal electroplated. Suggested retail $2.00.

All "Little Lady" and "Empire" Electric Toys are tested and approved by Underwriters' Laboratories

THE METAL WARE CORPORATION
TWO RIVERS, WISCONSIN

NEW YORK, 200 5th Avenue
CHICAGO, Room 1411A Merchandise Mart

See "Little Lady" and EMPIRE TOYS at the NEW YORK TOY FAIR, March 6-17, Room 954, Hotel McAlpin, New York, and at our Permanent Show Room, 200 Fifth Avenue, Room 415

THERE'S A REASON WHY BOAT OWNERS BUY AT..... ATLAS

QUALITY — SERVICE — PRICE

DANFORTH ANCHOR
MARK II
NEW GOVT SURPLUS

Holding power from 30 to 200 times its weight. Easy to handle. No sticks or hinges to unfold. Sets immediately, buries itself. Will not foul. No parts project above ground. 30 grams. Complete with shackle and 5/8" steel pendant.

Reg. $29.95
Special $11.50
While They Last

NEW NAVY BILGE PUMP
ALL BRASS
(For Pipe Connection)

Capacity of 8 ft. Lift is one gallon every three strokes. All brass construction, usually makes priming unnecessary. Pipe inlet 1¼" — outlet 1¼" — overall length 23¾" — length of barrel 18¾", diameter of barrel 2¾". REG. $21.00.

SPECIAL: $9.95

SPECIAL MARINE EXHAUST BLOWER
BRAND NEW—24 VOLTS

Heavy duty [illegible] plate, complete with toggle switch and pilot light at end of unit. Completely shielded, waterproof [illegible] Ideal for ventilating Bilge, Engine compartments and cabins. Govt. Cost $60

SPECIAL . . $9.95
While They Last

NAVIGATORS PERIODIC COMPASS
NEW—SURPLUS

Manufactured by Hamilton Watch Co., as selected by Boats operated at speeds under 20 knots. Reg. $125.00.

SPECIAL $18.95

DELCO POWER PLANT

12 Volt
750 Watt

Gov't Surplus

[illegible] converted for use in larger size Lighting Plants for 32 Volt [illegible] with [illegible] Volt [illegible] with [illegible] Amp. Light of large 6x6 [illegible] glass tank, individually mounted [illegible] 14" high, 10" long, 8" wide. Net weight 110 lbs.

OUR PRICE **$79.50**

BRAND NEW 8-DAY Seth Thomas Navy Ship's Clock

5½" Dial

Sweep second movement, front wind 24, 48 Hr. face, 7 jewels—precision built for absolute accuracy—finely finished black plastic moisture-proof case. Has label of approval and inspection of the U. S. Naval Observatory. Makes ideal gift for ship or home use. REG. PRICE, $80.00.

SPECIAL: $29.95, tax incl.

AIRGUIDE MARINE BAROMETER

SHIPWHEEL TYPE

Best quality movement compensated for temperature. A beautiful accessory to your boat den or office.

4½" FADE **$17.50** Chromium Case

CHAIN STEERERS
for Bulkhead Mounting

[illegible] pattern [illegible] bronze. Perfect for [illegible] boat. Plate measures [illegible] long, [illegible] diameter of shaft [illegible] hole [illegible] Easily adjusted and [illegible]

Reg. $35
SPECIAL . . . $15.50

ALL MERCHANDISE F.O.B. OUR PREMISES

ATLAS BOAT SUPPLY CO., Inc.
105-107 CHAMBERS STREET (Cor. Church St.) NEW YORK 7

FREE CATALOG UPON REQUEST

Good news for yacht owners...

MORE BOAT FACILITIES *for* MIAMI'S GUESTS!

Under way or projected: docks and moorings for 1,160 more 30 ft.-av boats, new facilities for larger yachts...dry storage for 550 more boats, wet storage for 610 additional. Also more mechanical equipment and service facilities. City's new 110-acre Dinner Key Marina (at right) will accommodate 250 boats in 8-ft. protected basin -- numerous other public and private boating centers planned. Come any time--Miami can take care of you!

Come along with
MIAMI
...for a vacation
...for a lifetime!

FREE: MAIL COUPON TODAY FOR THE MIAMI STORY IN FULL COLOR

INFORMATION DIVISION, ROOM 304
CITY HALL, MIAMI, FLORIDA 10-46

Name _____

Address _____

City _____ *State* _____

NOW...CASH IN ON

MICKEY MOUSE CANASTA JR. FOR LITTLE FOLKS

twice as appealing with famous **DISNEY CHARACTER CARDS**

RUSSELL'S BRAND NEW

COMPLETE SET - ONLY 98¢ retail

New Burnished Gloss Finish makes cards stain-proof, easy to deal. Keeps cards new-looking!

Includes 1 2 3

Colorful Set Display Box!

OPENS UP A WHOLE NEW MARKET OF CANASTA PLAYERS — THE YOUNG FOLKS

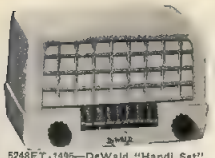
Mickey Mouse Canasta Cards — the newest addition to Russell's popular card games! Smaller-sized decks — for little hands — colorfully decorated with Mickey Mouse and his lovable friends. Adults use them, too, because they're fun to play with — take up less space on the table. Packaged to catch the eye! Priced to move fast!

RUSSELL'S games & toys

RUSSELL MANUFACTURING COMPANY, LEICESTER, MASSACHUSETTS

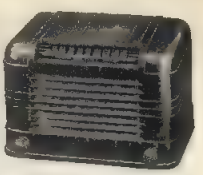
See **This Exciting New Canasta Set And the Complete Russell Line On Display At THE TOY FAIR — Rooms 602-604. Hotel McAlpin**

A. M. and F. M. *Radios*



5248ET-1495—DeWald "Handi Set"
Walnut, ivory, maple or maroon catalin cabinet. Superhet circuit, 4 tubes plus rectifier, standard broadcast and extended police band. Dynamic speaker and loopinenna eliminating aerial and ground. A.C.-D.C. Size 9½" x 5½" x 5½". Specify color
Mfr's. Sugg. Retail $19.95

1281ET-2365—The Mitchell Lumitone Table Lamp-Radio for beauty and convenience of comfortable, eye saving illumination, plus a fine-toned dependable radio which does not require an aerial. Radio has 4 tubes plus rectifier with P.M. speaker. Beautiful cream color plastic lamp with matching base. Quality shade of celanese taffeta. Overall height 21½. base 6¼" x 6" base diameter 5½. shade diameter 16". A.C. or D.C.
Established Retail $39.50

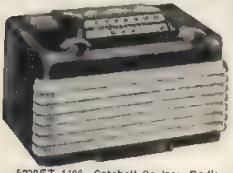


5228ET-1545—Regal Radio
This fine radio has built-in Regaloop, magnetic speaker, automatic volume control. Five tube superheterodyne circuit; illuminated slide rule dial. AC-DC. Walnut color plastic cabinet; size 6¼" x 7" x 10".
Mfr's. Sugg. Retail $19.95

5280ET-2208—Jewel Wakemaster
Combination radio and alarm clock TELECHRON alarm movement with sweep-second hand, alarm buzzer which rings 10 minutes after radio has automatically turned on at pre-set time. All-plastic ivory, modern cabinet; 4 tube superheterodyne plus rectifier, built-in loop antenna. 4" PM speaker; regulated by switch "signs off" to music and starts again at pre-set time. 10⅜" x 6¼" x 6½". A.C. only. **Established Retail $31.95**
5628ET-2697 Same as above in Walnut cabinet **Established Retail $29.95**

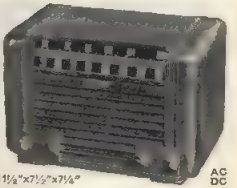
5217ET-1875—DeWald "Lyre" Radio
Catalin cabinet of assorted colors. Four tubes (plus rectifier) superhet featuring A.C.-D.C. operation, standard American broadcast, and police reception, automatic volume control, beam power output, large dynamic speaker built-in loopienna. Available in ivory, walnut, red, or amber colors. Specify
Mfr's. Sugg. Retail $25.95

5254ET-2097—Mitchell Bed Lamp-Radio
Styled in gleaming plastic combines high quality radio receiver with no-glare bed reading light. Cabinet of Bakelite; adjustable brackets, 4-tube superheterodyne circuit with rectifier, plus built-in "Air-Magnet." Excellent tone with permanent-magnet dynamic speaker. Lamp is tubular type with frosted curved lens. Size 8½" long, 5¼" wide, 7" deep. Specify ivory or walnut finish
Established Retail $39.95

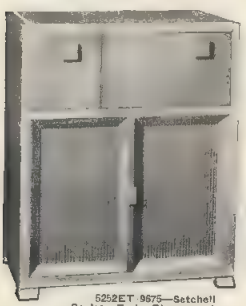


5239ET-1496—Setchell Carlson Radio
Built-in loop with external connection. Five tube super het circuit. 5" PM speaker; automatic volume control. AC or DC. Size 9½" x 6½" x 5½". Walnut color plastic cabinet.
Sugg. Retail $18.95
5240ET-1496—All ivory color. **Retail $18.85**

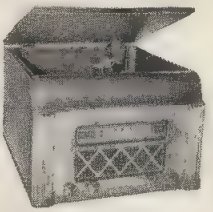
Plastic Cabinet
5236ET-2096—Setchell Carlson Radio
Six tube, super-het circuit; 6" PM speaker. A.C. or D.C.; built-in loop with external connection. 12⅝" x 7⅝" x 7½". Walnut color.
Retail $27.95
5237ET-2246—Same in Ivory.
Sugg. Retail $29.95



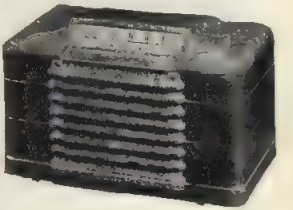
11⅛"x7½"x7¼"
AC DC
5273ET-3435—AM-FM DeWald Radio
True console tone FREQUENCY MODULATION reception and excellent high fidelity standard reception all in a Walnut plastic cabinet. Seven-tube plus rectifier superhet AM-FM receiver completely self contained. Tone control, large P.M. dynamic speaker, high AM rejection, RF stage on FM, large loop for AM reception, built in line antenna for FM
Retail $49.95



5252ET-9675—Setchell Carlson Radio Phonograph
Has heavy duty 105-125 volt A.C. Power Transformer; Tuned R. F. Stage—3-Gang Condenser, 10" Console Speaker with 4½ oz. Alnico V Magnet; 7 Tubes 1 Rectifier. Built-in Loop Antenna with External Connection. Continuous Tone Control with Bass Retard. Tuning Range 1700 KC to 535 KC. Top is stationary back is fully enclosed, radio tilts outward for operation. Has ample record storage space. Webster automatic record changer mechanism plays 10" or 12" record (featherweight record pickup). Also noted player compartment. Size 28 x14¼" x 31". Specify hand-rubbed mahogany in dark or modern blonde. Shipping weight 72 lbs. F.O.B. Minnesota factory.
Established Retail $159.95

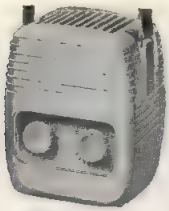


DeWald Radio Phono DeLuxe Combination
5214ET-5895—The "Consolesque" has four-tube (plus rectifier) Radio Receiver and Record Player with Automatic Record Changer. Large electro-dynamic speaker and tone modulator. Self-starting phono-motor with new lightweight pick-up and permanent point needle, plays twelve 10" or ten 12" records with lid closed. Handsome hand-rubbed walnut veneer cabinet 15" x 17" x 11½". A.C. only.
Mfr's. Sugg. Retail $79.95



5270ET-2245—Setchell Carlson FM Radio
Cathode input circuit assures maximum performance with minimum antenna. High fidelity of tone and low noise level. Seven tube plus selenium rectifier; 6" PM speaker, plastic Walnut cabinet. Size 12⅞" x 7¾" x 7½". AC or DC operation.
Mfr's. Sugg. Retail $29.95
5271ET-2306—Same radio as above in Ivory.
Mfr's. Sugg. Retail $31.95

Radios & Phonographs



5253ET-1473—"Tee-Nee" Personal

Just the size of your hand. Lightweight, all plastic cabinet with plastic shoulder strap. Built-in loop antenna 4 tube superheterod. ne circuit. Has one "A" battery and one "B" battery. Assorted colors. Complete. Est. Retail $39.50

6256ET-2371—Miniature Regalete Portable Radio—Four tubes plus selenium rectifier, slide rule dial, built-in Regaloop 4½" P.M. Alnico speaker AC-DC, size 4" x 8" x 5", assorted colors. Price includes batteries. Mfr's. Sugg. Retail $32.61

Tom Thumb Buddy with Automatic Battery Rejuvenator 6697ET-2797 Self-charging personal portable radio has 4 tubes. Long-life selenium rectifier dynamic speaker, built-in Pa-Loop Automatic volume control. Beautiful case of rich-colored plastic Size 7¼" x 4½" x 4½". Operates on batteries or AC-DC. Batteries not included. Mfr's. Sugg. Retail $39.95

5246ET-2266 - lbs. DeWald Personal" Portable A.C. D.C operation or on batteries. Superher circuit. 4 tubes plus selenium rectifier. Molded case of distinctive colored shatterproof Polystyrene. 8¾"x4"x7¼". Complete with batteries

Mfr's. Sugg. Retail $31.1

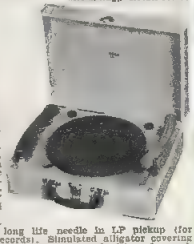
5283ET-896—Record Carrier

Handsome two-tone brown and beige lightmolded case Holds fifty 10" records safely and conveniently Handy indexing system for locating records at a glance Retail $6.50

Auto Radio 6256ET-2797—Fits all cars. Has 6 tube superheterodyne circuit; 6 volt storage battery operation, 2 dual purpose tubes, P.M. dynamic speaker, beam power tube, automatic volume control. Size 10½" x 6¼" x 4½"

Mfr's. Sugg. Retail $39.95

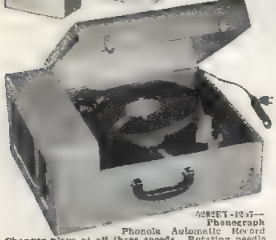
6222ET-3497 Same with Battery charger added. Plug cord into standard A.C. outlet to charge battery. Mfr's. Sugg. Retail $49.95



BEAM Portable Phonograph for LP (Microgroove) and Conventional Recordings

5256ET-2876—Portable De Luxe phonograph, 3 tubes plus selenium rectifier Tone compensation powerful alnico V speaker. 4 watt output tone and volume control, long life needle in LP pickup (for microgroove records). Simulated alligator covering over wood case. Separate crystal pickup for each speed. 105-115 Volts AC 14" x 12" x 8". Dual Speed LP 33⅓-78 R.P.M. Motor Established Retail $44.95

6217ET-1758—Similar without LP feature. 2 watt amplifier—Single speed motor. Lightweight single pickup arm. Plays conventional records only Established Retail $24.95



5283ET-1317—Portable Phonograph

Phonola Automatic Record Changer plays at all three speeds. Rotating needle cartridge provides the right needle for the right record with just a twist of the fingers. 3 tube precision built amplifier for high fidelity reproduction 6 speaker. 110-120 volt AC self-starting electric motor cushion mounted Tone and volume controls. Plays 7", 10" or 12" records. Simulated leather covered case. Mfr's. Sugg. Retail $64.50

5283ET-3794—Similar without 3 speed feature—Plays conventional records only Mfr's. Sugg. Retail $57.50

Prices Subject to Change Without Notice.

5286ET-1636 Portable Electric Phonograph

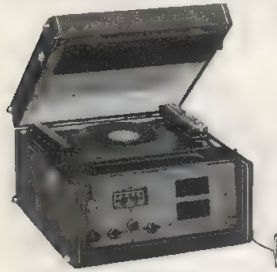
Easy glide turntable track; turntable and motor slide into playing position. Balanced lightweight pickup, heavy duty self-starting constant speed motor; on-off switch and volume control Wood case with leatherette covering. AC only, 105-115 volts. Wt. 7 lbs. 9½" x 8" x 5".

Mfr's. Sugg. Retail $22.95

5283ET-1317—Portable Phonograph

Phonola Acoustic—has deluxe phonola reproducer and large molded tone chamber for better tone quality Powerful, long lasting, easily wound, spring driven motor Case covered with handsome leatherette covering and lining. Plays 10" and 12" records

Mfr's. Sugg. Retail $10.95



5258ET 7797—Radio-Recorder Phonograph

Has 8-tube AC chassis including rectifier, dual speed recorder, hand microphone Tone control, inverse feedback; built-in loop antenna; built-in P.M. speaker—Alnico No. 5. Separate output jack for extension speaker; twin neon recording level indicators adjustable crystal recording head with special shavings collector, monitor speaker for recording. Crystal playback tone arm, specially designed midget crystal microphone Radio has standard broadcast band Fabricoid covered plywood carrying case.

Established Retail $129.95

5281ET-1977—Phonola Electronic Portable Phonograph

Two tube precision built amplifier for high fidelity reproduction. Powerful 5" permanent magnet speaker Self starting rubber mounted 110-120 volts AC electric motor Volume control knob. Plays 10" or 12" records. Beautiful streamlined case covered with two tone simulated leather with matched hardware. Mfr's Sugg. Retail $89.95

5261ET-3247—Automatic Electric Phonograph

This smart Ultratone machine has quality of appearance as well as quality of tone. Milwaukee-Elwood automatic record changer plays twelve 10" or ten 12" records. It has 3 tube including rectifier amplifier. 5" PM speaker tone control. Separate switch for amplifier and record changer Case of plywood covered with fabricord. Size 16¾ x 14½ x 8½".

Established Retail $49.95

Ed Rosenthal

ED ROSENTHAL JOINS IRENE LEVY, INC.

Irene Levy of Irene Levy, Incorporated 200 Fifth Avenue, New York 10, announces that their selling organization has recently been augmented by the addition of Ed Rosenthal. Mr. Rosenthal brings to his new association with the Levy firm a long and valuable experience in the merchandising of various consumer products. Both Miss Levy and Mr. Rosenthal are planning to travel extensively following the Toy Fair and aim to give extensive coverage to the lines they represent.

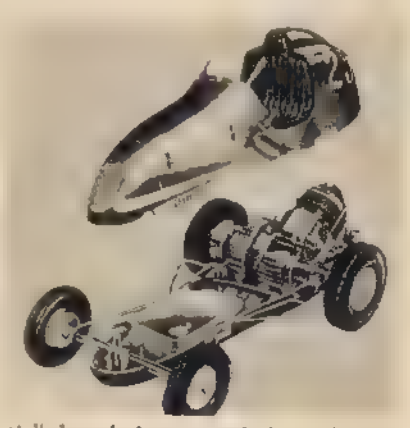
Irene Levy, Inc., is currently acting as sales representative for Hopalong Cassidy Gun and Holster Sets, United Metal Gun Banks, Mitten Toy Plastic Stuffed Animals and Tucker Garments Doll Clothes. Toy Fair visitors will find Miss Levy and

Irene Levy

Mr. Rosenthal on hand ready to greet them in Room 303 at the Toy Center.

NEW MODEL CAR OFFERS REALISM AND BEAUTY

Scale model precision and accurate detail are incorporated in the new miniature Model Midget Car manufactured by Ohlsson & Rice, Inc., Los Angeles 23, Calif. Into its six inch wheel base has been incorporated a wealth of realistic detail that makes it an eye-catcher on the mantel, as well as on the race track. Even without the specially designed engine that is available, the car when manually operated on a tether line is fascinating to the "small fry" because it really looks like a midget race car. When powered by the tiny, .29 Cubic Inch Engine built by these experts in the field of model engines, the Model Midget Car has a realism that can hardly be imagined. Long among the leaders in the production of model airplane engines Ohlsson & Rice wisely avoided the practice of converting an airplane engine to use in their car, but have designed and engineered an entirely new engine "from the ground up", specifically for miniature car use. The accompanying cut-away illustration shows the salient features of the engine, and how it is installed in the Model Midget Car. Among many other innovations that are new in model automobile engine design, this small power plant features dual counterweight crankshaft, long wearing roller bearing, drop forged steel con rod, pressure baffle cooling, and precision workmanship throughout. A perfectly balanced fly-wheel becomes a part of the engine when it



stalled, and the gas tank is an integral part of the bottom chassis, making the whole a compact, self contained unit easily and simply installed or removed in a minute or two. Completely enclosed when the body is attached to the chassis by a spring clip that provides instant accessibility yet positive looking when in place the out-of-sight engine leaves nothing to detract from the appearance of the car as it wheels around the track. Planetary gears, of 3 to 1 ratio, re-designed for the purpose from a world famous type of automobile gearing, are contained within one of the simulated brake drums, keeping them free from dirt and foreign matter, receiving lubrication through connection with the engine's driveshaft. This gear ratio makes the Model Midget Car a safe, yet existing model car that can be operated anywhere by model enthusiasts of any age.

REWARD FOR NAMING PISTOL

Visit Room No. 751 McAlpin Hotel and name the new Parris-Dunn hard shooting, accurate, lever action toy pistol. The manufacturers believe that they have a real sensation in this entirely new lever action pistol. Tried and proven principles have been combined in this new pistol. It is 11 inches long; the handle is made from beautiful plastic; the mechanism is made from high grade steel; the exterior metal parts finished in gun-metal blue. The pistol will be packaged in a holster with ammunition. The complete line of Lever Action Shooting rifles—new moving mechanical targets, consisting of ducks and rabbits that fall over when hit.

Arthur Taylor

ART TAYLOR APPOINTED KATZ SALES MANAGER AS OF APRIL 1st

Henry Katz announces that Art Taylor will assume the duties of sales manager of the Henry Katz Organization on April 1st. Mr. Taylor has been assistant sales manager for the past several years and has intensively covered the middle west and contacted the national chain store buying offices. His new duties will keep him closer to the home base of operation but he will see his many friends on occasional trips through the territory and will be in New York to welcome them on their trips to the Henry Katz showroom. Mr. Taylor has been associated with the toy business since 1903, with time out for a tour of duty in the armed services. He entered the Army as a private and emerged as a Captain in the Air Corps.

Joe Brill

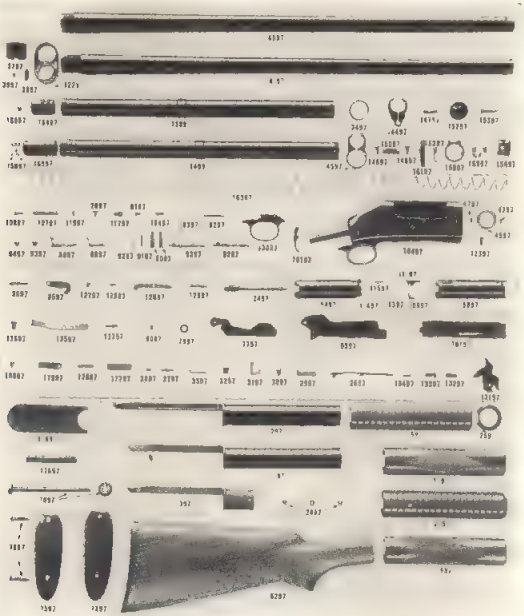
In a previous announcement, Henry Katz, Inc., informed the trade that Joe Brill was relinquishing the duties of sales manager and had been appointed vice-president and director.

NEW YORK 5c TO $5.00 SHOW SCHEDULED FOR MARCH

For the second consecutive year The National Association of Variety Stores are presenting a 5c to $5.00 merchandise fair at the Hotel New Yorker, running from March 11 through 17. An unusual feature of this selling event will be the "open house" which is planned for Sunday, March 12th. This will present a visiting opportunity to those metropolitan merchants who find it difficult to attend during the other 6 days of the show.

Component Parts for Winchester Model 97 Repeating Shotguns

It is absolutely necessary that the numbers shown at the left of each gun part be specified when ordering.



		Each
197	Action slide, Solid frame, 12 Ga	3.45
297	Action slide, Take down, 12 and 16 Ga.	3.85
397	Action slide, Solid frame, Style C (old style) with (3) screw holes, 12 Ga.	5.70
597	Action slide complete, Solid frame, 12 Ga	5.40
697	Action Slide complete, Take-down, 12 and 16 Ga.	5.40
997	Action slide complete, Solid frame, Standard Trap, 12 Ga.	5.05
1097	Action slide complete, Take-down, Standard Trap, 12 and 16 Ga.	5.05
1197	Action slide complete, Solid frame, Pigeon 12 Ga.	11.85
1297	Action slide complete, Take-down, Pigeon 12 and 16 Ga. Action slide complete comprises action slide, action slide handle, and action slide sleeve screw cap	11.85
1397	Action slide complete, Solid-frame, Style "C" (old style) with (3) screw holes, 12 Ga. Action slide complete, style "C" comprises action slide, [illegible] slide handle, action lock screws (2), and action slide handle escutcheons (3).	8.50
2397	Action slide handle, Style "C" (old style) with (3) screw holes, 12 Ga.	1.90
2497	Action slide handle screw, Style "C" (old style) 12 Ga. (3) each	.15
2497A	Action slide handle escutcheons (3) each	.15
1597	Action slide handle, Standard 12 and 16 Ga.	1.15
1797	Action slide handle, Standard Trap, 12 and 16 Ga.	3.80
1997	Action slide handle, Special Trap or Pigeon 12 and 16 Ga.	7.60
2597	Action slide sleeve screw cap, 12 and 16 Ga.	.60
2697	Action slide lock, 12 and 16 Ga.	.60
2797	Action slide lock joint pin, 12 and 16 Ga.	.15
2897	Action slide lock joint pin stop screw, 12 and 16 Ga.	.15
2997	Action slide lock spring, 12 and 16 Ga.	.15
3097	Action slide lock spring screw, 12 and 16 Ga.	.15
3197	Action slide lock release plunger, 12 and 16 Ga.	.60
3297	Action slide lock release plunger pin, 12 and 16 Ga.	.15
3397	Action slide lock release plunger pin spring, 12 and 16 Ga.	.15
3497	Action slide spring, 12 and 16 Ga.	.30
3597	Action slide hook, 12 and 16 Ga.	.55
3697	Action slide hook screw, 12 and 16 Ga.	.15
3797	Adjusting sleeve, Take Down If the barrel and extension are loose on the receiver and the adjusting sleeve has been turned back to the last notch and are still loose, order heavy draw or extra heavy draw adjusting sleeve. Order by number, No. 1 —⅝", Heavy Draw, No. 2—¾", Heavy Draw, No. 3 —½", Heavy Draw, No. 4—⅜" Heavy Draw, No. 5 —1", Heavy Draw No. 6 ⅛" Heavy Draw	1.50
3997	Adjusting sleeve lock, Take down, 12 and 16 Ga.	.45
3997	Adjusting sleeve lock screw, Take-down, 12 and 16 Ga.	.15

Prices on this page are subject to a special discount.

INTERNATIONAL DOLL CO.

Mollye Creations

Invites you to
Rooms 735 and 736-Hotel New Yorker

where you will see the most spectacular original line of dolls ever offered by *Mollye.* Promotional items advertised by Newspapers, Television, Radio and Air. We are offering the best workmanship and style with new low prices.

•

In attendance at our only showrooms
735-36 HOTEL NEW YORKER
Mollye Goldman-John Abramson-
Phil Fogelnest-Hugh Somers-
George Miller-Douglas Stowers

Representatives
PHIL FOGELNEST
Room 508, Denckla Bldg., Phila., Pa.
HUGH SOMERS
Premiums and Furniture
1108 Merchandise Mart, Chicago, Ill.
MILLER & STOWERS
19 S. LaSalle St., Chicago, Ill.
Permanent Showroom
6510 Upland St., Philadelphia, Pa.
SA 9 4079—80

Japanese Bamboo Fishing Poles

These poles are prime quality, fresh importations.

No.	512	514	516	518	520	522	524
Length, Feet.	12	14	16	18	20	22	24
Bundle Lot..	100	100	50	50	50	50	50
Wt. Lbs., 100.	60	80	128	160	218	260	308
Per 100	21.80	28.30	34.30	44.80	58.16	74.28	84.20

Calcutta Bamboo Fishing Rods

Extra strength. Graceful taper. Straight and resilient.

	Hollow	Semi Solid			
No.	1014H	1014SS	1016H	1016SS	1013S
Length Feet ..	10-14	10-14	10-16	10-16	10-13
Wt., per 100 Lbs	75	100	75	100	125
Each	...	.	.	.	...

Series JO Cane Rods

Two-Piece

Selected cane stock, varnish finish with wound on wire top. Plain brass ferrules. Packed in a paper bag. Made in seven to nine foot lengths.

Series **JO** Cane Rods .....per Doz. **6.00**

Series JO-R Cane Rods

Two Piece with Reel

Selected cane stock rod with brass ferrules and wound on wire top. Varnish finish. Carefully machined nickel finished reel for general use or baitcasting. Single action type, equipped with click, capacity 80 yards. Complete unit individually packed. Length 7 to 9 feet.

Series **JO-R** Cane Rods with Reel .....per Doz. ...

Series J-4 Cane Rods

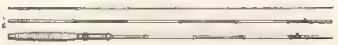
Three-Piece

Selected cane stock, varnish finish with wound on wire top. Plain brass ferrules. Packed in a paper bag. Length 11 to 12 feet.

Series **J-4** Cane Rods ..... per Doz. **18.60**

Series J-43 Cane Rods

Three-Piece



Selected cane stock with varnish finish. Nickel plated improved ferrule, plain band reel seat, turned wood grip one ring top, spiral guides. Packed one dozen in paper bag. Length 11 to 12 feet.

Series **J-43** Cane Rods .....per Doz. **49.20**

Montague Red Wing Fly Rods

Hand filed, flame finish split bamboo stock; straight hand welt, chrome plated nickel silver ferrules; Scrulock and red plastic reel seat. One-ring butt guide and chrome plated snakes. Perfection chromium plated top. Shaped solid cork grip with hook ring above. Two colors of silk winding. Handsomely varnished.

Packed in green poplin bag and alumalite rod case.

No.	1RWF	1RWF	1RWF
Length, Ft.	8½	9	9
Weight, Oz.	5	5¾	6¾
Each	35.00	35.00	35.00

Montague Fishkill Fly Rods

Etra quality flame finish split bamboo stock. Straight hand welt, serrated bronzed nickel silver ferrules. Scrulock, green composition and bronze reel seat. Bronzed Perfection guides and tungsten steel snake. Bronzed Perfection steel fly top. Two colors of silk winding. Beautifully varnished.

Packed in canvas bag and black lethr-grain finish fibre rod case

No.	1FF	1FF	1FF
Length, Ft.	8½	9	9
Weight, Oz.	5	5¾	6¾
Each	25.00	25.00	25.00

Montague Rapidan Fly Rods

Selected flame finish split bamboo stock. Rolled welt, chrome plated ferrules, wound over. Black plastic Scrulock reel seat, chrome plated fittings. Bronzed steel one-ring butt guide, other guides Tungsten steel snake. Two pear-shaped tops. Shaped solid cork grips with hook ring above. Attractively wound with two colors of silk.

Packed in canvas bag and black leather-grain finish fibre case.

No.	1RF	1RF
Length, Ft.	8½	9
Weight, Oz	5½	6
Each	17.50	17.50

Prices shown are Manufacturers' lists except Bamboo Poles and Calcutta Rods.

Presenting the Wonder Toy of 1950

THE MORMAC POWERMATIC DRIVE

The revolutionary new Electric Automobile that steers in any direction automatically

OPERATED BY REMOTE CONTROL

No 250
10" Long — 4" wide

ELECTRIC MOTOR With Gear Drive

A sensational new electrically driven toy automobile that sets a new standard of play value! Operates on Two Flashlight Batteries in hand control unit. Sturdily molded body of durable tenite plastic in choice of brilliant red, yellow or blue.

*Patent Applied For

PACKAGED IN A COLORFUL DISPLAY BOX
12 PER CARTON
WEIGHT 13 LBS.

Guaranteed Service Policy!

Here's your insurance against kick backs of any nature. Printed on each box is this statement "at any time, should your car need repair, merely send it back to us for overhaul. To cover cost of mailing, handling and the replacement of broken parts, enclose $1.00 with your car and mail to us. Within a few days your car will be returned to you as good as new".

SEE IT *AT THE TOY FAIR*
Hotel New Yorker, Rooms 536-537
New York Office, 175 Fifth Ave. Room 202

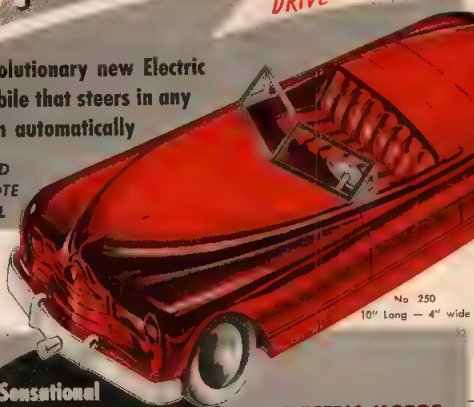
MORMAC TOY MANUFACTURING COMPANY
1416 CHARDON ROAD — CLEVELAND 17, OHIO

Presenting the Wonder Toy of 1950

THE MORMAC POWERMATIC DRIVE

The revolutionary new Electric Automobile that steers in any direction automatically

OPERATED BY REMOTE CONTROL



No 250
10" Long — 4" wide

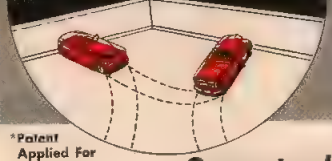
RUNS ON SMOOTH SURFACE OR CARPET

CLIMBS HILLS

RUNS FORWARD OR BACKWARD

RUNS IN STRAIGHT LINE OR CIRCLES

Sensational New Steering Device* Reverses Direction Upon Bumping into an Object



*Patent Applied For

ELECTRIC MOTOR
With Gear Drive

A sensational new electrically driven toy automobile that sets a new standard of play value! Operates on Two Flashlight Batteries in hand control unit. Sturdily molded body of durable tenite plastic in choice of brilliant red, yellow or blue

PACKAGED IN A COLORFUL DISPLAY BOX
12 PER CARTON
WEIGHT 13 LBS.

Guaranteed Service Policy!

Here's your insurance against kick backs of any nature. Printed on each box is this statement "at any time, should your car need repair, merely send it back to us for overhaul. To cover cost of mailing, handling and the replacement of broken parts, enclose $1.00 with your car and mail to us. Within a few days your car will be returned to you as good as new".

SEE IT AT THE TOY FAIR
Hotel New Yorker, Rooms 536-537
New York Office, 175 Fifth Ave. Room 202

MORMAC TOY MANUFACTURING COMPANY
1410 CHARDON ROAD CLEVELAND 17, OHIO

Husky Power Drill Bores Wood Holes Up to 1" Diam.

HOME-UTILITY
½" Electric Drill
$35.95

Drives Twist Drills

Makes Sturdy Drill Press

Drives Hole Saws

Drives Wood Augers

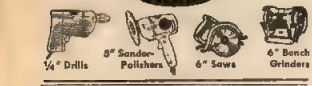
Saves Time, Money on Many Farm Jobs

Wouldn't you like to find a short cut for those tough, time-consuming drilling jobs around your farm? Then check up on this husky Home-Utility ½" Electric Drill! It will save you money, muscle and man hours in such jobs as building truck and wagon bodies; repairing machinery, tools and harness; drilling holes for mounts and supports. It will save you trips into town for the costly services of a mechanic—give you more time for profitable crop work.

Quality built by BLACK & DECKER, world's largest maker of portable electric tools, it drills up to ½" diam in steel. Drives wood augers up to 1" diam in hardwood. Drives Hole Saws for cutting clean, round holes in sheet metal up to 3" diam. Powerful drill press in a Home-Utility ½" Vertical Bench Stand (only $17.46). Operates on A.C. or D.C. Try it out at your hardware, electrical or implement dealer's! THE BLACK & DECKER MFG. CO., Dept. HSJ, TOWSON 4, Md.

Products of The BLACK & DECKER Mfg. Co.

ELECTRIC HOME-UTILITY TOOLS



¼" Drills | ½" Sander-Polishers | 6" Saws | 6" Bench Grinders

Streamlined 2½ H.P. 1950 BOLENS 12BB POWER-HO De Luxe Garden Tractor

NOW 2½ "HORSES" for YOU

Here's your best new buy in garden tractors! Has many exclusive "extras" including 5-12 tires on 4" rims at a new LOW PRICE. See it, try it, at your dealer, or write for details.

BOLENS PRODUCTS DIVISION
Food Machinery and Chemical Corp.
Better performance, better price...your best buy is BOLENS
289-8 Park Street • Port Washington, Wis.

OTTAWA POST HOLE DIGGERS
(THERE IS NO OTHER LIKE IT!)
Prices from $99.50 up. The digger you have been waiting for. Quick hitch to any tractor with power take-off. Fastest power auger return. Heavy bi-speed two flight auger. Safety clutch prevents damage, eliminates shear pins. Strictly one-man machine. Write today for digger facts, new low prices.

Patents Pending

OTTAWA MFG. CO., 5417 Elm St. Ottawa, Kans.

two lands. This strip of ground must eventually grow so narrow that two tractors could not enter their furrows at the same time, and George knew that an accident might happen in any one of the last few rounds.

He wondered about the river bank at the opposite end of the field, too, and hurried over to the far end of the plow lands. As he had suspected, the bank dropped sheer into a soil roiling eddy.

The two tractors pounded back across the field, whipped about, and headed toward each other at top speed.

The unplowed strip was too narrow. George shouted a warning which neither driver heard. Betty must have seen the danger of a collision. George saw the frightened look on her face as she sent the Power-Pak diving for the furrow just ahead of the steaming Pull-All.

The nose of the Pull-All caught Betty's upraised plow. There was a

Thin men may have more to laugh about, but fat men have more to laugh with.—Mrs. M. R. Desvaux, Missouri

screech of ripping metal and the Power-Pak spun squarely around in its tracks. Betty, thrown from her seat by the impact, caught at the plow beam to avoid falling under the knife-like points of the plow shares. The Power-Pak pulled loose from the Pull-All, and under full throttle, headed straight for the river.

George leaped for the little platform, missed it, and the big right wheel almost rode him down. He tried again, made it, and grabbed for the steering wheel, spun it hard over and stamped on the right wheel brake.

The Power-Pak shuddered, pivoted on its locked drive wheel, and the front end flung violently about. The plow, with Betty still clinging to the beam, whipped in the opposite direction, towards the river. For a moment she was suspended over the river with nothing but twenty feet of air below her.

AS GEORGE spun the steering wheel back and headed the tractor away from the river a great section of bank, where the tractor had been a moment before, broke free and splashed into the water.

George stopped the motor and hopped off. Betty was still hanging to the plow beam, her face white, her eyes closed. George had to use force to pry her fingers loose.

She opened her eyes and looked towards the river before she saw George. Then she gasped: "I-I s-suppose th-that was according t-to plan t-too."

"No, is wasn't, honey, but this is."

She struggled, weakly. "G-George! Grand-dad is coming!"

"Hang Grand-dad!" exclaimed George.

Jake Neukam, coming up, chuckled approvingly. "We keep business in the family after all, hey, George?"

The End

MOTORCYCLING
World's Greatest Sport!

Ride a HARLEY-DAVIDSON
HYDRA-GLIDE

THE lure of motorcycling is like nothing else in this world! Once it's in your blood, brother, you'll never be the same again! From then on, nothing can ever equal the fascination of cruising down a scenic country road with a Harley-Davidson purring quietly under you... the he-man thrill of soaring up a steep hill like a climbing jet... the breathless feeling of levelling off for the straight-aways... the sense of power and freedom you get whenever you settle back in the saddle and "give 'er the gun!" You'll enjoy your Harley-Davidson on farm or ranch, too. It speeds up many jobs, saves time on trips to town. You can start riding today. Low down payment, easy terms. Phone or see your dealer.

Harley-Davidson Motor Co., Dept. FJ
Milwaukee 1, Wisconsin
Send me free copy of ENTHUSIAST Magazine filled with motorcycle action pictures and stories, also literature on latest models.

Name.....
Address.....
City ..... State.....

DEALERS: Valuable franchises available for the full line of famous Big Twins and the 125 Model. Write today.

NEW "PELICAN" PIPE

Imported hand carved Briar Bowl
Emergency reserve
Tobacco supply.

FREE TRIAL—SMOKE 10 DAYS AT HIS RISK

Henry H. Cabe, Mgr. of The Pelican Pipe Factory at Franklin, N.C., is a PIPE MAN. He's not really sold on his STATE, SOUTH CAROLINA, as a source of TOBACCO production... States-Rate pipes are shown at the TOBACCO Belt Shop at Rocky Mount, N.C. Henry carves Semi-Straight, Straight, Bent, Bulldog, Bent Billiard, Bent Dublin, Bent Apple, Bent Bird's Head, Bent Poker, Bent Panel, Bent Churchwarden, Bent Oom Paul, Bent Canadian, Bent Egg, Bent Prince, Bent Brandy, Bent Pot, Bent Zulu, Bent Rhodesian

Fletcher Hathaway, R.F.D. 1, Ames, Iowa... "The whole family gets a big kick out of our Motorola Television set . . . pictures are really clear and we've never had any trouble. Besides, it's a good looking piece of furniture. We're well satisfied!"

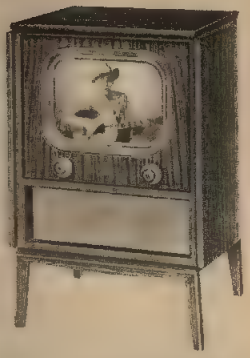
read what other farmers are saying about Motorola

FASHION ACADEMY AWARD
for distinctive styling

Stanley Shevokas, R.R. 2, Granville, Ill.... "Our Motorola Portable Radio and our Motorola Television set are the most important things we own. Far out as we are, they're our connection with the rest of the country. They've never failed!"

There's an exciting new world of fun for farm living with television! Folks everywhere are finding new Motorola sets bring bright, clear pictures, many miles from the stations. 29 models to choose from in Fashion Award cabinets. See them at your dealer's now!

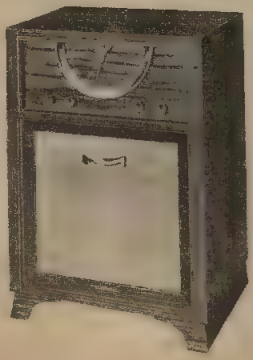
Shown: Model 17K3 . . . 16 inch Rectangular tube . . . "Performance Tested" chassis for long, trouble-free service. 2 simple controls. Rich mahogany or limed oak cabinet.



Paul Peterson, R.F.D. 2, Nevada, Iowa... "For long winter evenings on the farm our Motorola Television-Radio-Phonograph is just the thing . . . we certainly enjoy it! We get good clear pictures, in fact, the whole performance is excellent."

Motorola TELEVISION RADIO

Charles E. Ashbrook, R.R. 3, Johnstown, Ohio... "Some folks said we couldn't pick up TV way out here . . . but our new Motorola Television set brings the Columbus station bright and clear as can be. I wouldn't change my Motorola



There's a Motorola radio for *every* farm need! Auto radios that fit most cars and trucks . . . powerful portables that go everywhere . . . beautiful home radios in both table and console combination models All have smart new cabinets . . . all have new low prices!

Shown: Model 8FM21 . . . a beautiful combination of FM/AM radio, plus a 3-speed automatic record player. Limed oak or mahogany cabinet.

OWN A MOTOROLA...AND YOU *KNOW* YOU OWN THE BEST

Specifications subject to change without notice

Silvertone Guitars require no special talent to play!

Blonde finish guitar only **$15.95**

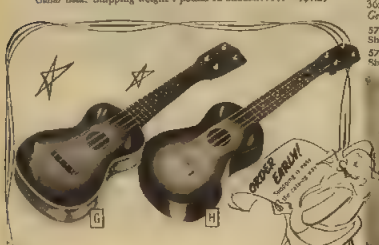
Sears Lowest Priced Arched Guitars . . . featuring an exciting blonde finish

Here's a gift that will delight the heart of that "special someone" on your Christmas list . . . a beautiful, glossy SILVERTONE Arched Guitar. And it's so easy on your budget at this amazingly low price! For beginners as well as advanced players . . . play simple tunes the very first week using the famous Home Study Method—it's easy!

Strong hardwood body and neck . . . plastic bonded body joints. Large 40x15¾-inch size for exquisite tonal amplification. Finished in a new gleaming blonde or in shaded reddish brown with eye-catching golden sun-burst. New glossy lacquer looks hand-rubbed for that rich, expensive appearance. Oval maple fingerboard for playing ease and comfort. Accurately fretted.

Protective white striping on edges. Guitar comes complete with *Sears famous Deluxe Home Study Course Book* and pick. The basic fundamentals of musicianship are clearly explained and illustrated in the Home Study Course to enable nearly anyone to play tunes as they learn!

57 N 0703—Blonde finish guitar with case. Wt. 14 lbs. . . . $21.50
57 N 0702—Blonde finish guitar only. Shpg. wt. 9 lbs. 13.95
57 N 0704—Mahogany finish guitar, case. Wt. 14 lbs. . . . 19.95
57 N 0700—Mahogany finish guitar only. Shpg. wt. 9 lbs. 14.95
57 N 4606—Sears Deluxe Home Study Course only. *Specify Spanish Guitar Book.* Shipping weight 1 pound 12 ounces. $1.29



Strum a Silvertone Ukulele . . . a gay musical gift for everyone!

G New Deluxe Silvertone Ukulele . . . *the finest we've ever offered!* Large concert size, 21¾x6⅝ inches. *Magnificent full-rounded tone . . . amazing volume! New shiny lacquers give luxurious hand-rubbed appearance.* Genuine mahogany body and neck. Rosewood veneered fingerboard for greater beauty and durability. *Celluloid-bound top and bottom* protects edges against damage. Waterproof nylon strings. Complete with instructions and pick. New Deluxe Ukulele **$9.98**
57 N 0855—Shipping weight 2 lbs. $9.98

H Silvertone Ukulele—Song Book Combination. Excellent penetrating tone and volume. Genuine mahogany body, neck. Rosewood veneered fingerboard. Nylon strings. 21¾x6⅝ inches. *With big uke hit song book!*
57 N 0854—Shipping weight 2 pounds $6.98

For Sears Easy Terms See page 283

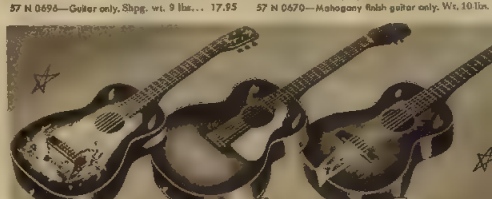
Low-priced Arched Guitar

A Yes! A hand-rubbed, arched guitar at this hard-to-believe low price . . . and makes a great Christmas gift, too! Easy to play for beginners as well as advanced players. Large 41x15⅛-inch size. Spruce top, 3-ply maple back Brilliant luster on entire body Celluloid bound top, back edges and fingerboard for hand protection. Adjustable bridge. Complete with *Sears Deluxe Home Study Course Book* and pick . . . the easy way to learn to play! Guitar only **$17.95**
57 N 0697—Guitar and case. Wt. 16 lbs **$22.98**
57 N 0696—Guitar only. Shpg. wt. 9 lbs. . . 17.95

Larger, Fuller-toned Arched Guita

B Better Arched Guitar. Larger 41x16¼ in. size SILVERTONE. Spruce top, curly maple body. Carefully hand-rubbed. White celluloid inlay top, back edges. *Sears Deluxe Home Study Book* and pick. Bet guitar $27 $3.00
57 N 0695—Guitar with case. Shpg. wt. 13 lbs . . .
57 N 0694—Guitar only. Shpg. wt 10 lbs. . . . .

C Our Best Arched Guitar. Massive 42x17-in. Select, aged spruce top, maple body Hand bed. Magnificent tone *Deluxe Home Study Book,*
57 N 0673—Blonde finish guitar, case. Wt. 16 lbs. $4
57 N 0672—Blonde finish guitar only. Wt. 10 lbs .
57 N 0671—Mahogany finish guitar, case. Wt. 16 lbs
57 N 0670—Mahogany finish guitar only. Wt. 10 lbs.



For Christmas give an economy-priced Flat Top Guitar!

D The Gene Autry Guitar . . . endorsed by America's famous singing cowboy. *Note the quality features!* Golden Melody Ranch scene on brown body Spruce top, maple body. 36x13-in. size *Home Study Book Gene Autry Songs,* pick, neck cord Guitar only **$11.95**
57 N 0612—Guitar, case.
Shipping weight 13 lbs. . . $15.49
57 N 0610—Guitar only
Shipping weight 7 lbs. . . . 11.95

E Our Best Flat Top. This SILVERTONE Guitar is fully *hand-rubbed!* Large 40⅜x14⅝-in. Celluloid bound on top, bottom edges. Spruce top, maple body. Oval fingerboard Complete with *Sears Deluxe Home Study Book* and pick Guitar only **$19.95**
57 N 0603—Guitar, case.
Shipping weight 14 lbs $24.95
57 N 0602—Guitar only.
Shipping weight 9 lbs. . 19.95

F Economy Hardwood. SILVERTONE Guitar. Standard 36x13-in. size! gloss finish. Ebonized hard fingerboard. Striping o edge and around sound Assembled with *bonded glue,* won't pull *Home Study Book,* pick Guita $8.
57 N 0606—Guitar, case.
Shipping weight 9 lbs. . .
57 N 0605 Guitar only.
Shipping weight 7 lbs .

Learn to play a Silvertone Accordion!

Silvertone 12-bass Accordion. Made in Italy. Perfect for the beginner . . . only a few bass chords to learn. Has 25 treble keys, 12 bass keys . . . easy to play any melody. 2 sets of treble reeds, 4 sets of bass Swedish steel reeds, kidskin bellows Lightweight plywood case covered with choice of black or white celluloid Overall size, 13x13½x6¾ inches Complete with case and *Sears Deluxe Home Study Book* . . . the easy way to learn to play at home. Shipped express. Cash **$54.95** $5.50 Down
57 NM 1549—White celluloid. Shpg. wt. 20 lbs. **$54.95**
57 NM 1550—Black celluloid. Shpg. wt. 20 lbs. $54.95

Silvertone Full-Size 120-bass Accordion. Made in Italy. Provides full-range tone . . . bass and treble switches give you four rich, colorful voices. Even-spaced metal treble keys won't warp or stick. Has 2 sets of reeds, 4 sets of bass. Hand-fitted, tuned S steel reeds. Complete with strongly-built, a leather covered, rayon plush-lined cas included is *Sears Deluxe Home Study Cours* Size, 18x14½x8 inches Shipped express $18 Da $19.00 $12.00
57 NM 1552—Black celluloid. Shpg. wt. 30 lbs. $1
57 NM 1562—White celluloid. Shpg. wt. 30 lbs.

Deluxe Portable Phonograph with 3-speed Record Changer

Handsome wood case covered with brown scuff-resistant, water-repellent plastic coated fabric. Automatically plays all records, all sizes. Single tone arm, spindle, needle. Full-toned 5-in. speaker. 2 tubes, rectifier. 15½x17¾x9⅜ in. 105-125-volt, 60-cycle AC. UL approved. Wt. 25 lbs.

$54.95 Cash
$5 Down, $5 Monthly

57 N 0249—$5 down, $5 monthly. Cash $54.95

Silvertone 3-speed Table Type Phonograph

$44.95 Cash
$4.50 Down
$5 Monthly

Automatically plays sizes—7, 10, 12-in. all speeds, 33⅓, 45 or rpm. One tone arm, needle, one spindle. 4x6-in. speak tubes, rectifier. Maroon metal cab 13¾x11⅞x10 in. 105-125-volt, cycle AC. UL approved. Wt. 18

57N0237 $4.50 down, $5 mo. Cash $4

Lowest-priced 3-speed Portable Phonograph

Gives good performance. Plays all speeds, all size records *singly*. Wood case covered with tan imitation leather. 1 tube, rectifier. 4-in. speaker. 12x11x5½ in. For 105-125-volt, 60-cycle AC. UL approved.

$22.95 Cash
$2.50 Down, $5 Monthly

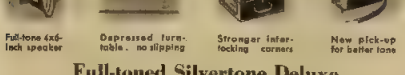
57 N 0244—Shpg. wt. 11 lbs. $22.95

Electrically Amplified Portable Phonograph

Strong case covered in tan imitation leather, beaded trim. Electrically amplified, 4-in. speaker. 1 tube, rectifier. Lo life needle. Plays standard 78-r records only 12x11x5½ in. 1 125-volt, 60-cycle AC. UL approv

$18.9 Only

57 N 0246—Shpg. wt. 10 lbs. $1



Full-tone 6x9-inch speaker | Depressed turntable. no slipping | Stronger interlocking corners | New pick-up for better tone

Full-toned Silvertone Deluxe *3-speed Phonograph*

- Newly designed circuit for better tone balance
- New turntable reduces slippage on 45-rpm records
- Plays all speeds, all sizes records singly

$27.95 Cash
$3 Down, $5 Monthly

Exclusive Sears-designed recessed turntable helps prevent slippage of 45-rpm records . . . *heavy flocking* helps protect record surface. *Ceramic cartridge* lasts indefinitely . . . plays all records with a single needle. 2 tubes plus selenium rectifier. Full-toned 4x6-in. speaker. Wood case, covered with scuff-resistant brown vinyl-coated fabric . . . *looks better and wears longer!* 13¾x12x7½ in. 105-125-volt, 60-cycle AC.

57 N 0246—UL approved Shpg. wt. 12 lbs. *$3 down, $5 monthly on Terms* . Cash $27.95

Silvertone Acoustically Amplified Phonographs

Acoustic tone chamber for full tone. Wood case with brown and tan imitation leather. Plays 78-rpm records singly. 13x14¾x7 in. Shpg. wt. 12 lbs.

$13.95 Electric Motor

57N0250—Portable with spring wound motor. $13.95
57N0253—With electric motor. 105-125 volt, 60-cycle AC. UL approved $13.95

Deluxe quality. . . our finest! Big 15-inch tone chamber brings out full range of tones. Large reproducer head. Plays all rpm singly. Spring-wound gov nor-type motor. Detachable wir ing arm. Brown artificial leat covering. 17x13¼x7⅞ in.

Only **$17.9**

57 N 0255—Shpg. wt. 15 lbs. $17.

Reset table timer indexes recordings

Wire recorder complete

$119.95 Cash
$12.00 Down
$6 Month

Records happiness forever on wire

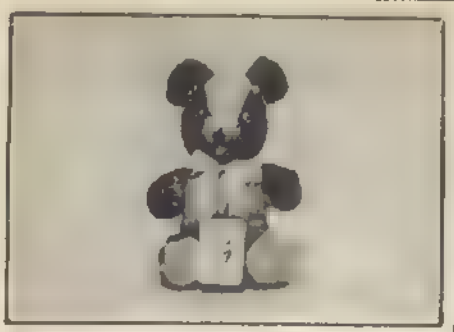
New Improved Silvertone Wire Recorde

easier, faster to operate . . . many more new uses!

Excitingly new and improved . . . completely portable! Record your fav ite radio program, party fun, business conferences, lectures, opera, c Easy to operate—play the recording back at once . . . play it over and ov . . or erase it and use the wire again! Wire lasts practically forever!

New resetable timer indexes your recordings. *New removable magaz turntable* allows you to interrupt and remove recording at any time. A type amplifier and 5 inch speaker. External connections for radio, reco player. Wood case covered with brown artificial leather. Includes micr phone and a 1-hr. spool of wire. Size, 14⅛x8⅜x18⅜ in. For 105-125-vo 60-cycle AC. UL approved. Shpg. wt 34 lbs.

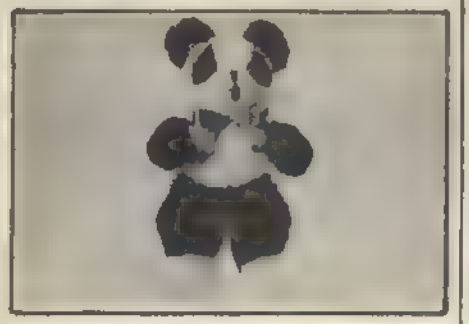
57 N 071—Wire Recorder, complete. *$12.00 down, $6 monthly*. . . Cash $119.9
57 N 6757—Recording Wire. 1-hr. spool. Wt. ea. 10 oz. $3.50; 6 for 18
57 N 6739—Extra empty spool for wire. Shpg. wt. 6 oz. ea 45¢; 6 for 2
57 N 6763—Calophene "leaders" for wire. Shpg wt. 1 oz. Set of 12. . . . . .



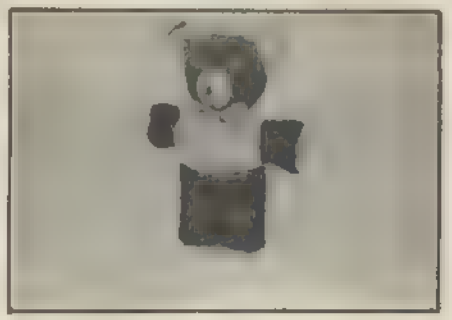
TJ 111 - MUSICAL TEDDY BEAR
#25. Has 6 note music box in tail that plays when wound. Made of high quality rayon plush in two tone brown and beige with circle arms and legs, moving eyes, embroidered nose and tongue and silk ribbon bow. 11 inches high.
TO RETAIL AT $1.98

TJ112 - CUDDLY HONEY BEAR
#95/2. Made of high quality rayon plush in two tone brown and gold. Has natural shaped arms and legs, glass eyes, nose and tongue. Wears ribbon around its neck and jingle bell in its ear. 13½ in. tall.
TO RETAIL AT $1.98

TJ113 - CUDDLY MONKEY
#97/2. Made of high quality rayon plush in brown and gold, with natural shaped arms and legs. Monkey face is painted with non-toxic vegetable paint Wears silk ribbon bow at neck. 13½ inches tall.
TO RETAIL AT $1.98



TJ114 - PANDA
#93/2. Has jingle bell sewed in ear and silk ribbon bow at neck. Made of high quality rayon plush in two tone black and white with natural shaped arms and legs, moving eyes, plastic life looking nose and tongue. 13½ inches tall.
TO RETAIL AT $1.98



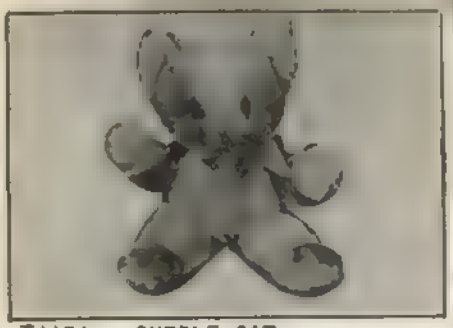
TJ115 - SOFT TEX BEAR
Inflated. Made of heavy latex bladder that blows up from snap on ear and has safety valve. Noise is produced when body or head of bear is pressed. Covered with high quality rayon plush in assorted colors 12 inches high.
TO RETAIL AT $1.98

TJ116 - TERRIER DOG
#302. Has glass eyes, realistic nose and tongue and silk ribbon bow. Made of high quality rayon plush in beige with brown ears and tail. 12 inches long.
TO RETAIL AT $1.98

TJ117 - SITTING DOG
#902. Two tone brown and white rayon plush with glass eyes, realistic nose and tongue, and silk ribbon bow. Has jingle bell sewed in ear. 11 inches tall.
TO RETAIL AT $1.98

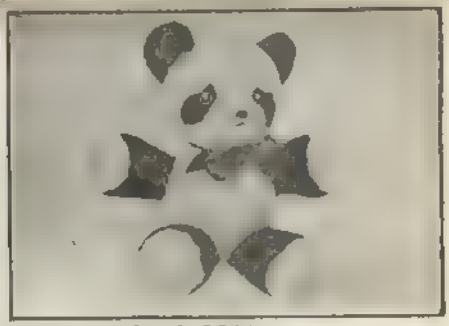
TJ123 - SITTING FOX
#1621-2F. Made of two tone rayon plush in orange and champagne colors. Filled with soft cotton. Has sewed in glassene eyes, plastic nose and felt tongue. Ribbon bow arou- and neck.
TO RETAIL AT $1.98

TJ125 - STANDING BOXER DOG
#103. Made of high quality rayon plush in two tone black and champagne. Has realistic plastic eyes, hand embroidered nose and mouth, and felt lined ears. Ribbon around neck. 11½ inches high.
TO RETAIL AT $2.29



TJ151 - CUDDLE CAT
#913/15. 12 inch rayon plush cat in gray and white colors. Has sewed in green and black eyes, pink embroidered nose, red felt tongue, white whiskers and pink shaded ears. Wears ribbon bow at neck.
TO RETAIL AT $2.98

TJ253 - BLACK AND WHITE LAMB
#716/8. 4 inch standing lamb of rayon plush with sewed in black eyes, embroidered nose and mouth, red felt tongue and ribbon bow with bell at neck. Assortment of black and white colors.
TO RETAIL AT $1.98

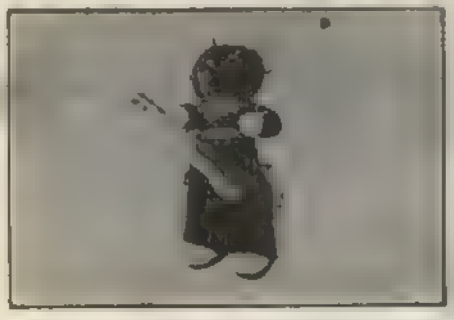


TJ279 - PANDA BEAR
#214/12. Black and white rayon plush with sewed in black eyes, embroidered nose and mouth and ribbon bow at neck.
TO RETAIL AT $1.98

TJ391 - HONEY BEAR
#212/15. Comes in two different styles, with soft pliable body or firm, stuffed body. In brown and peach rayon plush. Has sewed in black eyes, embroidered nose and mouth, and ribbon bow around neck.
TO RETAIL AT $2.98

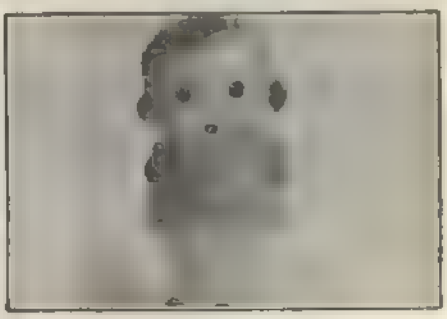
TJ491 - 13½ INCH HONEY BEAR
#520-N3. Brown and cinnamon cotton plush. Yarn mouth, glass eyes, plastic nose, felt tongue and squeaker in tail.
TO RETAIL AT $1.98
TJ492 - 17½ INCH HONEY BEAR
TO RETAIL AT $2.95
TJ493 - 20½ INCH HONEY BEAR
TO RETAIL AT $3.95

TJ496 - 13½ INCH PANDA BEAR
#520N8. Rayon and cotton plush in black and white. Glass eyes yarn mouth, plastic nose, felt tongue, squeaker in tail.
TO RETAIL AT $1.98
TJ497 - 17½ INCH PANDA BEAR
TO RETAIL AT $2.98
TJ498 - 20½ INCH PANDA BEAR
TO RETAIL AT $3.95



TJ548 - HONEY BEAR WITH UKE
#439/16. 24 inches tall Dressed in bandana, chaps and holster set. A "Sheriff" clicker pistol included. Made of rayon plush with glass eyes and plastic nose.
TO RETAIL AT $4.95

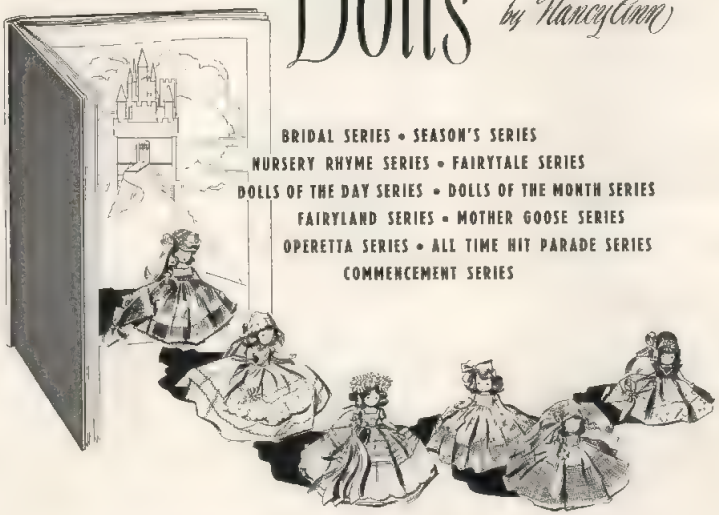
TJ570 - BOY WHISTLE TOY
#42B. Harmless latex rubber toy. 5½ inches tall. With features and decorations painted. Packed in sanitary cellophane display box.
TO RETAIL AT 39¢



TJ571 - GIRL WHISTLE TOY
#42G. Harmless latex rubber toy with painted features and decorations. 5½ inches tall. Packed in sanitary cellophane display box.
TO RETAIL AT 39¢

'Storybook Dolls'

by Nancy Ann



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NURSERY RHYME SERIES • FAIRYTALE SERIES
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OPERETTA SERIES • ALL TIME HIT PARADE SERIES
COMMENCEMENT SERIES

MOVABLE EYES... that follow you

NANCY ANN STORYBOOK DOLLS, INC.

MANUFACTURERS OF STORYBOOK DOLLS
UNBREAKABLE PLASTIC—MOVABLE HEAD, MOVABLE ARMS & MOVABLE LEGS

1298 POST STREET • SAN FRANCISCO 9, CALIFORNIA

Manufacturer's Representatives

EAST: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, N. Y.
WEST: Leo Scherrer Company, 2840 West 93rd St., Seattle 7, Washington
MIDWEST: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
SOUTH: Melville Marx, Governor Clinton Hotel, New York 1, N. Y.

THREE OF A KIND

They ALL have SALES appeal

A ♠

DRAW PICTURES WITH COLORED CRAYONS . . . NOT JUST BLACK AND WHITE!

WIPES OFF EASILY WITH CLOTH OR TISSUE!

NO END OF FUN FOR EVERYONE!

SELLS ON SIGHT

BIG PROFIT . . . PRICED RIGHT!

. . . QUICK TURNOVER!

WHITE BLAC-BOARD

Packing	Wt.
3 Doz.	26 lbs.
6 Doz.	50 lbs.

A ♥

IT'S NEW! IT'S EXCITING!
IT'S COLORFUL! IT'S BIG!
7 BRIGHT COLORS AND SILVER.
ENDLESS HOURS OF FUN AND COMPETITION

FOR BOTH YOUNG AND ADULTS!
POPULARLY PRICED! GOOD PROFIT!
AN IMPULSE SALE PRODUCT!

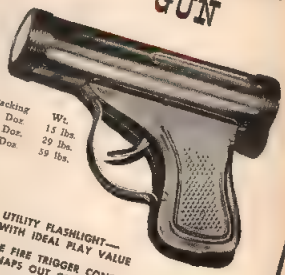
HI-SCORE MARBLE GAME

U. S. Reg. App. For

1 Doz. Packing — 24 lbs.

A ♦

FLASH-LITE GUN



Packing	Wt.
3 Doz.	15 lbs.
6 Doz.	29 lbs.
12 Doz.	59 lbs.

A UTILITY FLASHLIGHT— WITH IDEAL PLAY VALUE

SURE FIRE TRIGGER CONTACT— SNAPS OUT ON RELEASE

CHROME-FINISHED THROUGHOUT— WON'T CHIP—WON'T RUST

LONG USEFUL LIFE— 2 HEAVY DUTY BATTERIES

POWERFUL SPOT-LIGHT— SCIENTIFICALLY DESIGNED REFLECTOR

A MUST WITH SUMMER CAMPERS

A ♥

ALL THREE PRICED RIGHT— SELL-ON-SIGHT

Write, wire or phone for additional information on above products.

NATIONAL METAL PRODUCTS

1816 Boston Road, Bronx, New York

Represented by **DAVID H. FABER** Room 532 • 200 Fifth Ave., New York, N. Y.

ALWAYS "NATURAL"

We'll be there to meet you and greet you at the same old stand

HOTEL McALPIN
ROOM 454
DURING TOY FAIR

CHARLES COLOMBO EMIL HOENIG

●

EVERYTHING NEW FOR 1950

Nothing left undone to make the ALWAYS "NATURAL" line more natural than ever. Be sure and see this, our finest line, in 35 years of manufacturing, before making your commitments — it will be to your advantage.

●

Looking forward to greeting old friends and anticipating the making of new ones. . . . We'll be seeing you.

NATURAL DOLL CO., INC.

134-136 SPRING STREET **NEW YORK 12, N. Y.**

PERMANENT SHOWROOM

200 FIFTH AVENUE - ROOM 319 **SAM DRELICH & SON, REPRESENTATIVES**

HERE HE COMES AGAIN!

with another smash hit . . .
a new complete line of
molded plastic rocking horses.

SEE OUR COMPLETE LINE AT THE TOY FAIR

RICH TOYS

RICH INDUSTRIES, INC.
CLINTON, IOWA

* N. Y. C. OFF. 200 FIFTH AVE. BLDG. ROOM 452

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We'll be there to meet you and greet you at the same old stand

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NATURAL DOLL CO., INC.

134-136 SPRING STREET NEW YORK 12, N. Y.

PERMANENT SHOWROOM

200 FIFTH AVENUE - ROOM 319 SAM DRELICH & SON, REPRESENTATIVES

HOOT-NANNY

A BEST SELLER LAST YEAR

A BETTER SELLER THIS YEAR

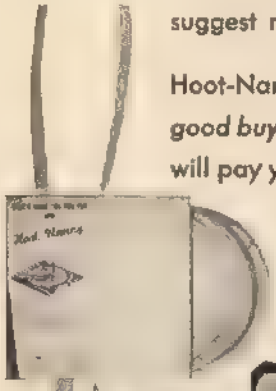
Hoot-Nanny is a grown up baby — eighteen years old and still going strong. Hoot-Nanny is a sturdily built gear driven drawing toy — makes millions of designs reliably and accurately — and every design can be duplicated by simply noting the code letters.

See our New York Representatives

BRINKMAN & TILLMAN
200 Fifth Avenue
Room 612
New York 10, N. Y.

Each Hoot-Nanny is packaged in an attractive display carton with illustrated instructions which suggest many ideas to the user.

Hoot-Nanny at only $3.00 is a *good buy* — and a *better seller*. It will pay you to keep Hoot-Nanny in stock. Assure yourself of reliable delivery by ordering now.



100 Extra Paper Discs $.50

$3.00

NORTHERN SIGNAL COMPANY
120 N. BROADWAY • MILWAUKEE 1, WIS.

"It's A Natural"

We'll meet you . . .
And greet you . . .
at the same old stand

ROOM 454

Hotel McAlpin

DURING TOY FAIR

WITH AN ENTIRELY NEW LINE FOR 1950

NEW IDEAS · MANY SURPRISES · POPULAR PRICES

•

Looking forward to greeting old friends and anticipating the making of new ones. We'll be seeing you!

•

PERMANENT SHOWROOM
200 FIFTH AVE., ROOM 319
SAM DRELICH & SON REPRESENTATIVES

NATURAL DOLL CO., INC.

134-136 SPRING ST., NEW YORK 12, N. Y.

"Jerry Mahoney" Sweeps *the* Country!

FOLLOWED BY "BONNIE SUE"

A phenomenon has occurred with the promotion of Juro Novelty Co.'s Jerry Mahoney Ventriloquist Doll and Hand Puppet.

Generally, a promotional toy that is patterned after a celebrity is introduced with a bang and slowly assumes normal volume of sales after the initial push dies down. This is not the case with *"Jerry Mahoney."* Instead, sales of Jerry Mahoney dolls have increased by veritable leaps and bounds, it is reported.

Sam Jupiter, president of Juro, stated that "Jerry Mahoney" has helped boost their volume so greatly it has necessitated plans for a general expansion of the firm. In analyzing the reversal of the normal sales trend, Mr. Jupiter said: "When preparing the original design for "Jerry," we worked on the premise that besides being a good promotional item, "Jerry" would also be a good doll; well built, colorful and attractive. The consumer, besides wanting value for her money (value that she can see and feel) must be constantly bombarded with publicity. With the increased popularity of Paul Winchell and Jerry Mahoney, who have become the top attraction on television, and immense newspaper and magazine publicity, Jerry Mahoney has combined both attributes of good value with plenty of continuous publicity, to become a number one seller in the toy field.

"BONNIE SUE"

"JERRY MAHONEY"

Juro's soft doll line is also creating sales records all over the country. "Jan & Gretchen," a delightful pair of Dutch Boy and Girl Dolls, 36" tall, have been constant sell-outs all over the nation since they were introduced.

The Juro line is constantly being expanded with dolls that are planned for fast, repeat sales. The latest of these to hit the market is *"Bonnie Sue."* This new, washable, soft doll creation is 23" tall, attractively dressed in washable percale prints, and topped with an attractive bonnet. Retailing at only $2.98, it is already proving itself another Juro smash hit.

A new group of Valentine dolls will be shown shortly. Juro Novelty Co. is located at 12 W. 18th St., New York City.

♦

They Had To Behave!

The American Telephone & Telegraph Co's *Long Lines* magazine has come onto a set of rules promulgated by a store in Amboy, Ill., for the guidance of its employes in 1880.

HERE THEY ARE:

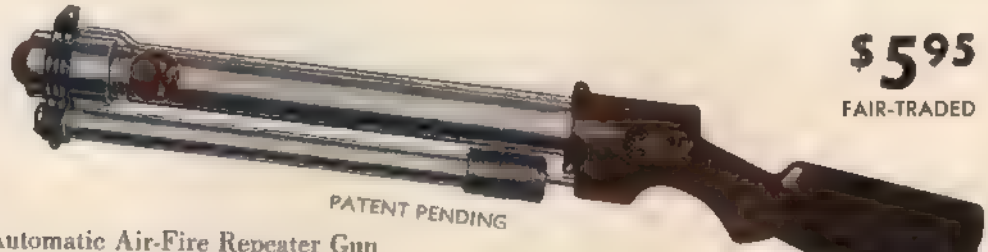
- The store must be open from 6 a. m. to 6 p. m.
- The store must be swept, counters, shelves and showcases dusted, lamps trimmed and chimneys cleaned; pens made; doors and windows opened; a pail of water and a bucket of coal brought in before breakfast.
- The store must not be opened on the Sabbath unless necessary, and then only for a few minutes.
- The employe who is in the habit of smoking Spanish cigars, being shaved at the barber's, going to dances and other places of amusement, will assuredly give his employer reason to be suspicious of his integrity and honesty.
- The employe must pay not less than $5 a year to the church, and must attend Sunday school regularly.
- Men employes are given one evening a week for courting and two if they go to prayer meeting.
- Leisure hours should be spent mostly in reading.

EDITOR'S NOTE—And for this they probably received a stipend of $6 a week.

AGAIN! NEWELL THROWS A BOMBSHELL INTO THE TOY MARKET!

HERE IT IS — WHAT YOU'VE BEEN LOOKING FOR

NEWELL AUTOMATIC 6-SHOT AIR-FIRE REPEATER GUN



$5.95
FAIR-TRADED

The Newell Automatic Air-Fire Repeater Gun has universal appeal. Fires 6 table tennis balls with one loading.

The Tenite plastic light-weight walnut finish stock and serrated firing grip combined with the heavy aluminum barrel make a toy of irresistible appeal to young and old!

Each Newell Repeater Gun is individually packed in an attractive 4-color carton, which has instant eye appeal.

For your ease in handling, these Repeater Guns are packed in either half-dozen or dozen master cartons.

THE ORIGINAL AIR-FIRE GUN THAT SHOOTS TABLE TENNIS BALLS

NOW MORE POPULAR THAN EVER

$2.98
FAIR-TRADED

Beautifully designed and well constructed throughout. Stock and fore grip made from Tenite Plastic, light walnut finish. Barrel and ammunition chamber made from heavy aluminum. New improved extruded aluminum guide.

Dealers from coast to coast report this outstanding toy

a truly remarkable sales sensation. Are you one of these dealers? If not, why not? Each Gun is individually packed in an attractive 4-color carton, which has eye appeal. For your convenience these guns are packed one dozen to a master carton weighing 25 lbs.

MANUFACTURED BY

NEWELL MANUFACTURING CO.

LOWELL, MICH., U. S. A.

1950
ROOM 1061 — HOTEL McALPIN
TOY FAIR
KAZOOS
PENNANTS
FIDDLES
RATTLES
CLARINETS
SPEC-TOY-CULARS Inc.
55 SOUTH 11TH ST.
BROOKLYN, N.Y.
EVERGREEN 7-0171
WHISTLES
SIRENS
ROLL BACK
HORNS
TROMBONE
ONE MAN BAND
CARNIVAL GOODS
BATONS

Newell AIR-FIRE REPEATING RIFLE

USES STANDARD SIZE TABLE TENNIS BALLS

PAT. NO. 2,505,428

6 SHOTS WITH 1 LOADING!

$4.95 FAIR TRADED

HARMLESS! TO LIGHT BULBS, GLASSWARE OR OTHER BRIC-A-BRAC

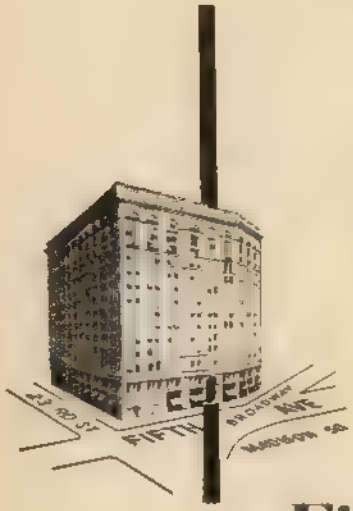
NEWELL MANUFACTURING COMPANY
LOWELL, MICHIGAN, U. S. A.

"The Fifth Avenue Building? Sure, we go right to the door"

The Fifth Avenue Building is more than an office building—
it's New York City headquarters for scores of toy and novelty buyers.
Reasons? There are *lots* of them:

So many outstanding sales offices and showrooms under one roof
More opportunities for comparison
Fewer tiresome trips around town
Handy to buses, subways, hotels, terminals
Excellent restaurant facilities

That's why the smartest buyers keep coming back.



"We stop right in the building"

The *Fifth Avenue Building*

"More than an office building"

BROADWAY AND FIFTH AVE. AT MADISON SQ., NEW YORK

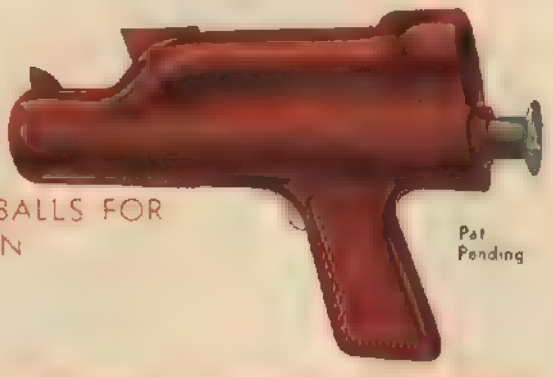
Rental and Management Agent CHARLES F. NOYES COMPANY, INC.

Another Bombshell by NEWELL

THE NEWEST – ATOMIC "5" PISTOL NO. 149

$1.49
FAIR TRADED

USES TABLE TENNIS BALLS FOR AMMUNITION



The new Atomic "5" Pistol will handle five table tennis balls in one loading. Light in weight, beautifully designed and finished in red plastic. Each Pistol in an attractively designed display carton.

NEWELL AUTOMATIC 6 SHOT AIR-FIRE REPEATER GUN

$5.95
FAIR TRADED

The latest Air-fire Repeater Gun fires 6 Table Tennis balls with one loading The walnut finish, light weight plastic stock and serrated firing grip, combined with the heavy aluminum barrel and air chamber, make a toy of irresistible appeal to young and old!
Each Newell Repeater Gun is individually packed in an attractive 4-color Target carton, which has instant eye appeal. Packed in either half-dozen or dozen master cartons.

AS POPULAR AS EVER .

THE ORIGINAL AIR-FIRE GUN

THAT SHOOTS TABLE TENNIS BALLS

$2.98
FAIR TRADED

Beautifully designed and well-constructed throughout. Stock and fore grip made from Tenite plastic, light walnut finish. Barrel and ammunition chamber made from heavy aluminum. New improved aluminum guide. ***Dealers from coast to coast report this outstanding toy*** **a truly remarkable sales sensation. Each Gun is individually packed in an attractive 4-color Target carton, which has instant eye appeal. For your convenience these Guns are packed one dozen to a master carton, weighing 25 pounds.**

SEE ALL THE ABOVE ITEMS AT THE TOY FAIR IN NEW YORK—
Room 419, 200 FIFTH AVENUE BUILDING, and Room 568, HOTEL McALPIN

MANUFACTURED BY **NEWELL MANUFACTURING CO.** LOWELL MICHIGAN U. S. A.

Another Bombshell by NEWELL

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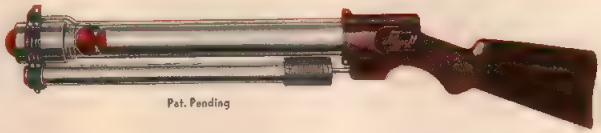

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Room 419, 200 FIFTH AVENUE BUILDING, and Room 568, HOTEL McALPIN

MANUFACTURED BY **NEWELL MANUFACTURING CO.** LOWELL MICHIGAN U. S. A.

DOLL CLOTHING HEADQUARTERS

removed to our greatly expanded and re-equipped plant

122 HARRISON PLACE
BROOKLYN 6, N.Y.

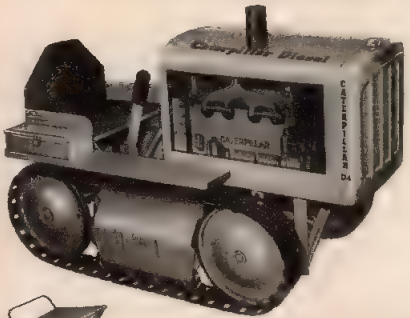
HEgeman 3-2910

The New, Large Shillman Line will be shown at the Toy Fair Room 543, Hotel McAlpin

M. & S. SHILLMAN

GENUINE *BOY-SIZE* "CATERPILLAR"!*

(Patents Pending)



SCALE MODEL of the FAMOUS "CATERPILLAR"* MODEL D-4 DIESEL

Authorized by the

CATERPILLAR TRACTOR CO.

*Trade Name Reg. U. S. Pat. Office

Runs and steers just like the big one! Bull-dozer blade and tractor attachments!

Size: Length—3 feet
Width—19½". Height—22"

Model DS-2 with Roadster-Style Folding Top

"New London" QUALITY Toys

Sturdy tempered steel DOLL STROLLERS with OUTSTANDING QUALITY Features

Represented by

PERLMUTTER & BAUM, Room 207, 200 Fifth Ave., N. Y. 10, N. Y.
J. JACKSON SALES CO., Merchandise Mart, San Francisco 3, Cal.
HERBERT SIERK & CO., 207 Canton St., Dallas, Texas

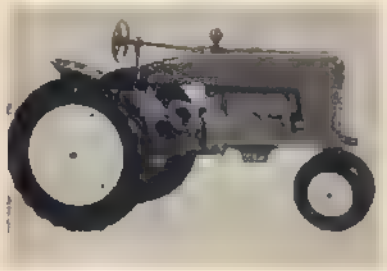
NEW LONDON METAL PROCESSING CORP.
NEW LONDON, CONN.

Model DS-1 All Steel Stroller

New Toys on Parade

Eska Farm Toys

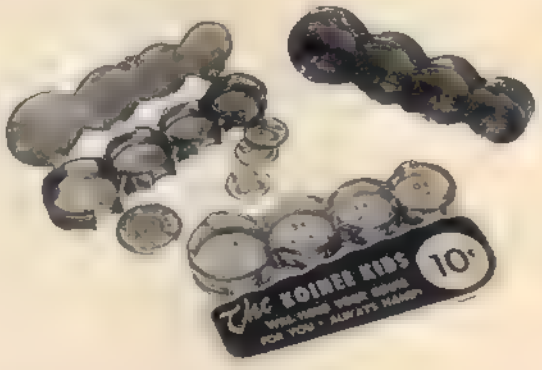
True-to-life detail and workability assure high appeal to junior farmers and their parents when Tru-Scale toys by The Eska Company, Inc., are regularly displayed in your toy department. All four models illustrated here are being shown by the manufacturer's representative, SAM C. SCHMITT in Room 1412, The Merchandise Mart, Chicago 54, and will be on display in his Room 725 at The New Yorker during March Toy Fair



Tru-Scale Model Tractor is of cast aluminum and measures 8 ½" long, 5" high, and 4⅞" wide. The rear wheels are 3¾", while the front wheels are 1⅞". The finish is gaily colored—a bright red body and brilliant yellow wheels. Tires are big, husky rubber.

Tru-Scale Model Farm Wagon is 10" long including the tongue; 1⅞" high, 4½" wide. The wagon box is of 32-gauge steel, is removable, and has an end gate that opens. The running gear is of 18 gauge steel. Size of the yellow hub is 1⅞" and the wheels are rubber. Two packings are available, individual, or packed with the tractor.

Tru-Scale Model Tractor Spreader is an accurately engineered miniature of 16-gauge stamped steel. When it is pulled by the tractor, its small gears make its parts move. There is a lever to put it in and out of gear. Size of the spreader is 10¼" long; 3¾" wide; 3⅛" high. Wheel and hub specifications are the same as for the Farm Wagon.



Tru-Scale Model Plow is just like big plows on a real farm and therefore is stamped from steel, riveted, and welded in the same manner as its seniors. So

perfectly made it actually plows in sand and soft earth, the model has two levers to lower and raise the plow shares which, like the disc, have aluminum paint finish. All other metal parts are red. Front wheels provided are yellow steel hub with rubber tires and rear wheels are rubber with yellow hub. Length of the Model Plow is 8¾"; width is 3½"; height is 3½".

Red Hot

New dice-and-chips game for two or more people, ten years of age and up, Red Hot is also a good family pastime. Each player selects fifty chips of one color only; places two on each of the squares numbered one through six on a highly contrasting colored board. The player also places two chips in each of the two jackpots.

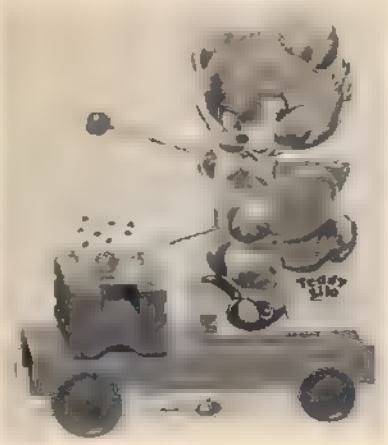
The first player throws the dice; withdraws a chip from each square that has a number corresponding to those on the thrown dice; repeats playing as long as he can continue withdrawing chips.

A player is "red hot" when all his chips are withdrawn and he then rolls for the seven and eleven jackpots. Whoever wins the last jackpot, wins the game.

Red Hot lists at $1.50. Full details are available from TONI MAYNARD, Oregonian Hostess House, The Oregonian, 1320 S.W. Broadway, Portland, Oregon.

Koinee Kids

This coin case, called Koinee Kids, is made of clear and amber transparent plastic so that coins easily can be seen. Packed six dozen per box, the weight per box is two pounds. The retail price suggested by sales representative ERNEST P. JOHNSON, 2438 West Main Street, Alhambra, California, is 10c each.



Teddy Zilo and His Companions

Buyers who attend the Toy Fair will be greeted by several brilliant new Fisher-Price Toys when they visit the New York display rooms of FISHER-PRICE, Suite 417, 200 Fifth Avenue Building. Included in this new group are Musical Push Chime, Looky Fire Truck, Musical Sweeper, Kitty Bell and Buzzy Bee. These are all new names and new designs that embody toyism and play-value to an exceptional degree.

In addition to these five newcomers, several of the present Fisher-Price Toys appear more smartly styled than ever. Typical of this change is an old favorite, Teddy Xylophone, shown here with a new and more appealing expression, along with new dress and gay new coloring.

"O.K"'s
New SALES LEADERS PRICED TO SELL
"O.K." CUB .049
"O.K." CUB .074 $5.95
"O.K." CUB .099
COMBINATION PACKAGE
"O.K." Cub .049, .074 or .099 with propeller and fuel tank, ready to run. $6.75
"O.K." GLOW PLUGS $ .49
"O.K." CO2 4.95
GLOW PLUG MODELS
BANTAM 19
HOT HEAD 29
SUPER 29
SUPER 60 $9.95
SPARK IGNITION MODELS
BANTAM 19
HOT HEAD 29
SUPER 60 $11.95

You obtain more repeat sales . . . make greater profits . . . by handling "O.K."—the only complete miniature engine line on the market. Every "O.K." is precision engineered, more durable, easier starting. It's these features that have established "O.K." leadership. And it's these same features that "sell" hobbyists . . . convert them into steady customers for other "O.K." engines, parts and accessories.

HERKIMER TOOL & MODEL WORKS, INC.
601 Harter Street, Herkimer, N.Y.

LET US SERVE YOU

We are distributors and factory representatives for the better lines of Airplanes, Race Cars, Scale and Power Boats, Motors, Model Houses and Furniture. Immediate delivery.

American Junior
Marine Model Supply
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Strom-Becker
Berkeley Model
Ideal Aeroplane
Testor Cement
Dooling Brothers
Cleveland Model, and many others

TROST MODEL AIRPLANE & HOBBIES
3111 W. 63rd St., Chicago
REPublic 6656
Member of Model Industry Association

Mention
TOYS and NOVELTIES
When
Writing to Advertisers

MISS JEANNE HENDERSON

World Hobby Exposition

Shown above is "Miss Model Railroad" for 1950, who lives in Wheaton, Ill. She will reign with credit at World Hobby Exposition, to be held at Navy Pier, Chicago, February 10-19, 1950. Miss Henderson was chosen from over 50 applicants from the model railroad industry, and it is our opinion that the judges did their work well.

The Chicago Outdoors Show, sponsored by *Chicago Tribune* Charities, Inc., is introducing hobby and handicraft exhibits as a separate unit of the 1950 event in February, under the management of World Hobby Exposition, which holds shows in Chicago, Philadelphia and possibly other cities.

In the complete show, there will be over three miles of exhibits, and a probable attendance exceeding 250,000.

Sells Hobby Shop . . . Enters Religious Order

Mr. and Mrs. Donald Foster on January 7 exchanged final farewells to 25 years of married life and prepared to enter secluded religious orders, probably never to see each other again.

Several weeks ago, Foster, a former newspaperman, placed his home and hobby shop for sale. The latter, it is said, grossed $54,000 last year.

Cutest Things on Wheels!
Hudson Miniatures'
"OLD TIMER"
Auto Kits
Popular the Year Round!

1903 Model "A" Ford Length 6½" $2.50

1909 Model "T" Length 8" $2.95

1911 Maxwell Length 7½" $2.50

1903 Rambler Lenght 6½" $2 50

While a great many hobby and gift items are seasonal such is not the case with Hudson Miniatures "OLD TIMER" Auto Construction Kits. This profitable line of authentic easily assembled ¾" scale models of the better-known makes of antique autos enjoys a year round appeal due to the ever increasing number of hobbyists and collectors. Don't fail to get your share of the profits from this fast-growing line. Call or write us today for prices and literature.

1904 Oldsmobile Length 6" $1.95

1910 Model "T" Ford Length 8" $2.50

1909 Stanley Steamer Length 8" $2.95

SCRANTON HOBBY CENTER
315 Adams Ave., Scranton 10, Pa.
DEPT. 33

NOKONA WHITE KNIGHT SHOULDER PADS

The finest shoulder pads ever made from the standpoint of quality material, expert workmanship and protection to the player. White Knight shoulder pads are the answer to many requests for all-white pads that will not show through white jerseys. Nokona gives you everything that's ever been needed in shoulder pads.

No. 244

NOKONA
WHITE KNIGHT

(Shown above) No. 244—COLLEGE AND PROFESSIONAL SHOULDER PAD Combination flat and cantilever model. Made on an extra large style. Heavy molded corrugated, vulcanized fiber. Double arch model to give double protection, and cantilever effect of two arches, yet heavily foam rubber padded Entire shoulder pad solid white. Fiber of white lacquer and padding covered with Skinner's white DuPont nylon combat material. White horsehide bound throughout. Adjustable elastic chest straps. Double leather hinges.

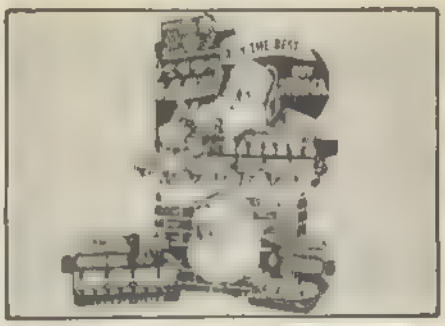
No. 243

(Shown right) No. 243—COLLEGE AND UNIVERSITY FLAT STYLE. Made on extra large pattern. Heavily foam rubber padded throughout. Constructed on extra heavy weight corrugated, molded, vulcanized fiber. Solid white pad. All fiber white lacquered and foam rubber cushioning, covered with Skinner's white DuPont nylon combat material. White horsehide leather bound throughout. Adjustable elastic chest straps. Double leather hinges and lacing pieces.

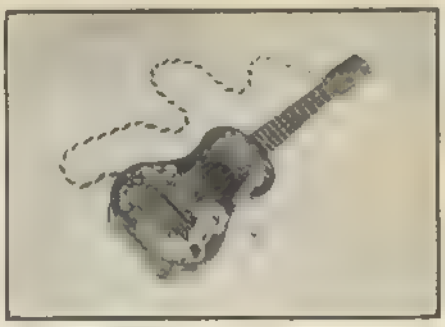
See the new Nokona catalog for Fall and Winter, 1950

A GREAT NAME IN ATHLETIC LEATHER GOODS

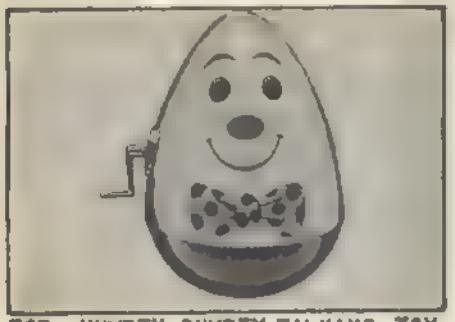
RED CAP MEDIUM BASE STREAMERS
TF1043 - #12 wire. 100 sockets, 12-inch spaced. Spring contacts. 100-foot lengths.
TO RETAIL AT $37.95
TF1045 - #12 wire. 100 sockets, 24" spaced. Spring contacts. 200-foot lengths.
TO RETAIL AT $46.95



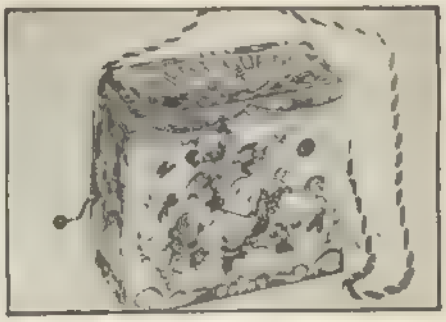
TF1050 - NOMA'S 1950 DEALER DISPLAY
#711. Perfect for counter, window or floor use. Included are TF910 Santa Face Plaque, TF990 7-Light Multiple Bubble Light Set and 5 other popular selections.
TO RETAIL AT $21.95



TG5 - COWBOY GE-TAR
#421. A miniature Western guitar made of durable plastic, with an over the head cord. Play it like a guitar, or turn the crank for a real western tune.
TO RETAIL AT $1.29



TG7 -HUMPTY DUMPTY TALKING TOY
#710. A cute voice recites the full rhyme of Humpty Dumpty when you turn the crank. He recites loudly and clearly. Lightweight plastic. Educational. Yellow top, red bottom. 5 inches wide, $5\frac{3}{4}$ inches tall. Packed in gay gift box.
TO RETAIL AT 98¢



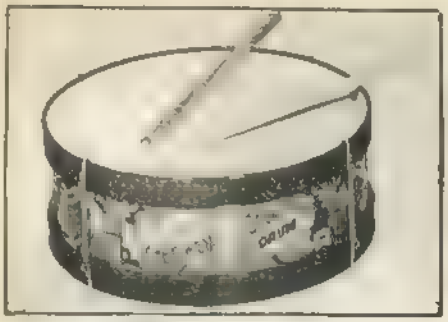
TG8 - JUNIOR HURDY GURDY #419
Hurdy gurdy music box with cord to wear over the head. Beautifully colored. Assorted tunes.
TO RETAIL AT 98¢

TG10 -HURDY GURDY WITH DANCING MONKEY
Perfectly tuned music box. Pert-faced dancing monkey, gaily dressed. Durable plastic box, $5\frac{1}{4}$x$4\frac{1}{2}$x$2\frac{1}{4}$ inches. Suspended from sturdy cord.
TO RETAIL AT $1.89

TG12 - DANCING DUDE MUSIC BOX
#428. Dressed-up dude in cowboy duds dances jig to real Western tunes. He is 7 inches tall.
TO RETAIL AT $1.98

TG14 - JACK-IN-THE-MUSIC BOX
#430. The music plays "Pop Goes the Weasel" and ups jumps the clown. Metal reinforced box, 5-3/8 inches in diameter. Spring mechanism. Metal pop-up lid.
TO RETAIL AT $1.98

TG16 - SQUARE DANCING TWINS
#431. A pair of high-stepping $6\frac{1}{2}$-inch dolls whirl to familiar Western music on a full color lithographed metal base, $7\frac{1}{2}$ inches in diameter, $3\frac{1}{2}$ inches high. Figures are fully dressed.
TO RETAIL AT $2.98



TG17 - DRUM
#3/11, 10x5 inches. Made of steel. Chrome tension springs. Parchment head. Complete with 2 sticks.
TO RETAIL AT 49¢

TG18 - DRUM
#35/13 13x6 inches. Made of metal. Bright red. Chrome tension springs. Parchment head. Complete with 2 sticks.
TO RETAIL AT 98¢

TG20 - TOM TOM DRUM
Full metal drum with lithographed figures. Rubber drum heads with Indian head design supported by metal bars. Body of the metal part comes in red only. Height of drum is 7½ inches, diameter of head 6½ inches.
TO RETAIL AT 98¢

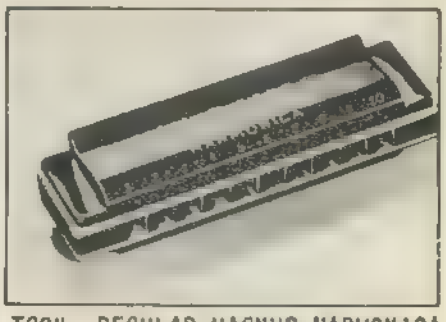
TG26 - BASS DRUM AND TRAPS
#7/11 . Size 11x6 inches. Made of metal. Bright colors. Chrome t[illegible]on springs. Cloth heads. [illegible] drum with foot pedal, 2 [illegible] drums, cymbal and triangle. Complete with 2 sticks.
TO RETAIL AT $1.49

TG30 - BASS DRUM AND TRAPS
20-inch bass drum with foot pedal, 6-inch snare drum and Tom-Tom, cymbal, triangle and four-key xylophone. One in carton.
TO RETAIL AT $4.95

TG45 - MAJOR BAND SET
Consists of 10-inch fiddle bank, 15½-inch musical baton, two-tone brass reed clarinet, 15 inches long, and 10-inch bugle with two-tone grass reed. All items are of fine colorful plastic packed in a gift box. All items play.
TO RETAIL AT $1.45 SET

TG65 - MUSIC BOX
#470/2. Made of cardboard. Turn t[illegible]crank and it plays. Size [illegible]x3 inches.
TO RETAIL AT 29¢

TG79 - JUNIOR MAGNUS HARMONICA
12 playable reeds. 6 blow and 6 draw notes. All plastic Washable. Key of C. 3-3/8 inches long.
TO RETAIL AT 15¢



TG84 -REGULAR MAGNUS HARMONICA
10 holes, 20 reeds. All plastic. Washable. Key of C. 4½ inches long.
TO RETAIL AT 25¢

CHRISTMAS TREE LIGHTS AND DECORATIONS

All Prices Include Federal Excise Tax

FANCY FIGURE LIGHT SET

8-Light Straight Line Series Outfit Assorted snap-on plastic figures—C-6 lamps

M119. Per set $2.00

LIGHT AD-A-LIGHT INDOOR KIT

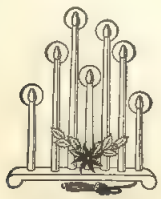
Pin Type Sockets. Place the lights anywhere you want them along the wire. Makes it possible to light up out of the way branches. Sturdy plastic turn lock cap sockets. C-7½ multiple burning lamp in assorted colors. Equipped with Add-on connector for attaching additional sets. For tree trimming convenience, th a set is a natural

M3403. Per set $3.60

8 LIGHT SERIES TYPE OUTFIT

Tri-plug connection with open outlet for attaching additional sets. Can be used with multiple burning sets. Berry-beads for easy fastening of lamps to branch of tree. 16-volt C-6 cone shaped lamps in assorted colors.

M110. Per set $0.85



7 LIGHT HALO CANDOLIER

Tapered candles set in an attractive wood base. C-7½ lamps and Noma halo device impart a warm glow. Silver leaves, berries and poinsettia trimming. A beautiful decoration for the window, table or mantle

M198. Each $4.75

HAND CANDOLIER

Three beautifully tapered candles in a simple but smart wood base. C-7½ lamps with Noma halos create an air of lighted charm

M164. Each $2.40

SNO-FLAKE GEM LIGHT SET

8-Light Straight Line Series Set. Plastic Sno-Gem ornaments. 15 volt lamps. Berry bead fasteners. One to display box.

M130. Per set $2.00

15 LIGHT RED-CAP OUTDOOR OUTFIT

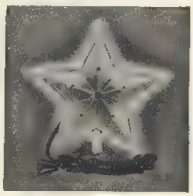
Each lamp burns independently . . . if one goes out the others stay lighted. Straight line construction. Inside coated C-9½ lamps. Rubber washers keep out moisture. Spring contacts. Add on connector. Weatherproof wire

M3215. Per set $4.15

7 LIGHT RED-CAP OUTDOOR OUTFIT

Wired in multiple. Thoroughly weatherproofed. Spring contacts keep lamps tight in sockets. Rubber washers. 13½ foot straight line construction. Inside coated C-9½ lamps. Add-on connector.

M3005. Per set $1.95



Glowing metal tree top star with plastic beads, six inches in diameter and single C-7½ lamp

M69. Complete with cord and plug. $0.85

M176. **JOLLY-LITE TREE BASE** **$4.00**

8-series type assorted color C-6 lamps. Strong metal construction. Colorful holiday finish.

PRICES LESS 2% CASH DISCOUNT

15 LIGHT INDOOR OUTFIT

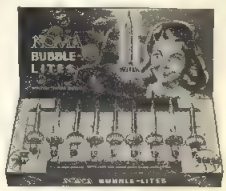
The most popular set made. Berry Beads make it easy to attach lamps to branches of tree. Add-on connector for attaching to additional sets or lighting decorations. 15 sockets in one straight run makes tree trimming a pleasure. Assorted color C-7½ Candelabra base lamps. If one burns out, the others stay lighted.

M3415. Per set $3.05

7 LIGHT INDOOR BERRY BEAD OUTFIT

Equipped with Add-on connector for attaching additional sets. Noma patented Berry Bead feature fastens lamp upright and secure to branch of tree C-7½ lamps burn independently . . . no more searching for the burned out lamp.

M3010. Per set $1.45



NINE BUBBLE-LITE

Series Type Set. Colorfully lighted glass candles ALIVE with bubbling action. Metal clip makes it easy to fasten to branches of tree. Each lamp is 5 inches tall. Add-on connector for attaching additional sets. May be used with any type of Christmas tree lighting outfit. 16-volt lamps. 4-foot lead

M509. Per set $2.10

16-volt miniature base series type Christmas tree lamps. Packed 10 of one color to a box.

C-6 LAMPS. Per box $0.70

BUBBLE-LITE LAMPS

Series type miniature base lamp. Includes metal clip for fastening lamp upright on tree, glass candle-tube and plastic housing.

M421. Each $0.17

C-7½ Lamps. 120 volt candelabra base for use in multiple burning outfits. Packed 10 assorted colors to a box

C-7½ LAMPS. Per box. $1.10

OUTDOOR LAMPS

C-9½ Lamps. 120 volt, 10 watt intermediate base. Inside color coated to protect finish when used outdoors. Packed 10 assorted colors to box

C-9½ LAMPS. Per box $1.25

2 Light Candolier with Holly Spray

Plated base with antique ivory candles. Silver leaves, pine spray, and poinsettia trimming. C-7½ lamps with Noma halo device for adding enchantment. Add on connector.

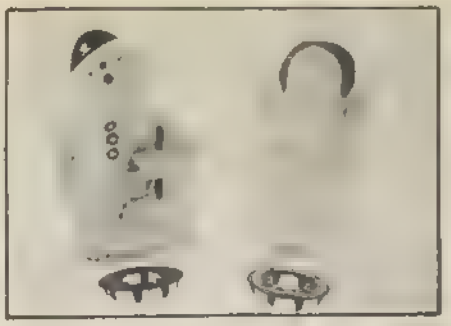
M54. Each . . $2.15

7 LIGHT CANDOLIER WITH HOLLY SPRAY

Plated candlestick base. Trimmed with silver leaves, pine spray and poinsettia. C-7½ lamp with Noma halo device. Add-on connector

M32. Each $1.05

TF955 - SANTA SNAP-ON FIGURE
#52. Made of plastic. Fits over C6 or C7½ lamps. Packed 10 to a display box.
TO RETAIL AT 19¢ EACH



TF956 - SNOWMAN SNAP-ON FIGURE
#53. Plastic. Fits on C6 or C7½ lamps. Packed 10 to a display box.
TO RETAIL AT 19¢ EACH

TF958 - ANGEL SNAP-ON FIGURE
#55 White plastic. Fits on C6 or C7½ lamps. Packed 10 to a display box.
TO RETAIL AT 19¢ EACH

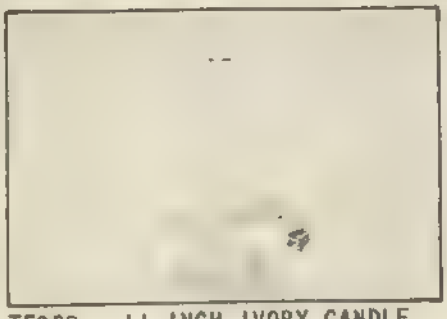
TF959 -ASSORTED SNAP-ON PLASTIC FANCY FIGURES
#57. 2 Santa Claus, 1 showman, 2 angels, 1 duck, 1 rabbit, 1 chick, 1 pup, 1 cat. Fit C6 or C7½ lamps. Heat resistant plastic. Packed in display box.
TO RETAIL AT $1.98 BOX

TF960 - SANTA LAMP
15 volt C6. Series 10 in display box. About 3 inches tall.
TO RETAIL AT 20¢

TF961 - BUBBLE LIGHT BULBS
#420. May be used to replace the old style bulbs in any series type Christmas tree lighting set. Each lamp has clip to hold it upright. Assorted colors. Box of 10
TO RETAIL AT 22¢ EA.

TF962 - BUBBLE LIGHT BULBS
Each bulb burns independently. Each lamp was clip to hold it upright. Box of 10.
TO RETAIL AT 32¢ EACH

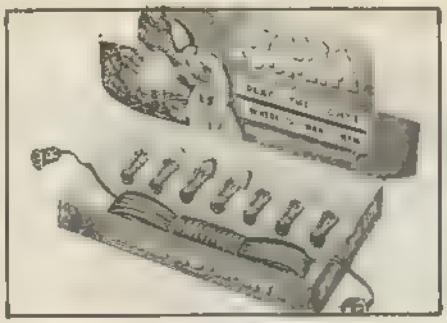
TF964 - PLASTIC SNO GEMS
15 volt series lamps. Assorted colored centers. They look like snow flakes. About 2 inches wide. 8 to a box.
TO RETAIL AT 23¢ EACH



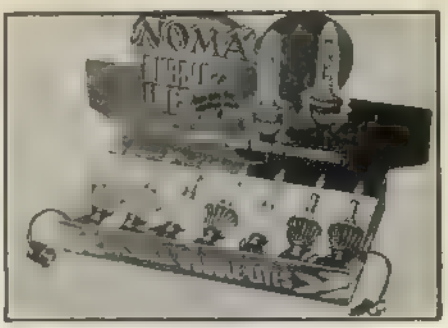
TF968 - 11-INCH IVORY CANDLE
Plastic base. C7½ lamp. One to a box.
TO RETAIL AT 65¢

TF969 -3-LIGHT IVORY CANDELIER
Wood base. C7½ lamps. Cord and plug.
TO RETAIL AT $1.79

TF971 - 8-LIGHT IVORY SERIES TYPE CANDELIER
8 C6 15-volt lamps. Sturdy attractive wood base. Simple design. Lead cord with tri-plug. Each packed in display box.
TO RETAIL AT $2.39



TF988 - 7 LIGHT AD-A-LITE INDOOR KIT
Place the lights anywhere you want them along the wire. Sturdy plastic safety turn lock pin type sockets. C7½ multiple burning lamps in assorted colors. U. L. approved sockets & cord. Metal clips to fasten.
TO RETAIL AT $2.49

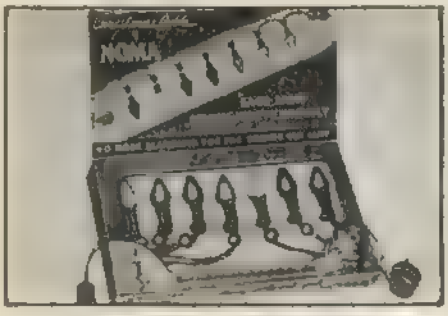


TF990 - 7 LIGHT BUBBLE SET
Multiple C7½ candelabra. Clips to hold lights on tree. Complete with sockets and add-on plug.
TO RETAIL AT $3.49

TF991 - 8 LIGHT BUBBLE SET
Series set. Metal clips to hold lights on tree. 15-volt bubble lamps. Complete with sockets and add-on plug.
TO RETAIL AT $2.29

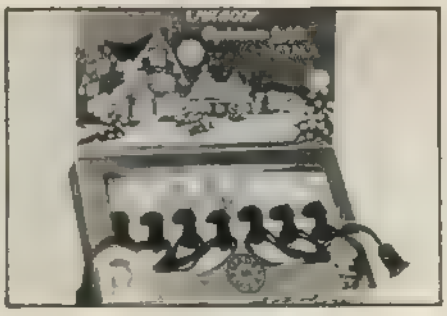
TF993 - TREE LIGHT SETS
#102K. Light sets, series type indoor outfit. 8 lights 15-volt miniature base loop set with C6 lamps. Clips or beads to hold on tree. Minimum quantity 4.
TO RETAIL AT 95¢

TF994 - TREE LIGHT SETS
#110. 8 light series loop type outfit. Tri-plug connection with open outlet for attaching additional sets.
TO RETAIL AT 98¢



TF1000 - TREE LIGHT SETS
#3010. 7-light indoor berry bead outfit. Has add-on connectors. Fastens lights in upright position on the branches
TO RETAIL AT $1.95

TF1002 - TREE LIGHT SETS
15-light multiple indoor outfit. Each light burns independently. Berry beads to hold lights in place. Tri-plug and add-on connector. C7½ base.
TO RETAIL AT $4.19



TF1005 - 7 LIGHT OUTDOOR SET
#3005. Weatherproof lamps burn independently.
TO RETAIL AT $2.49

TF1025 - 15 LIGHT OUTDOOR SET
#3215. Same as above.
TO RETAIL AT $5.69

TF1037 - 25 LIGHT OUTDOOR SET
#3025. Same as above.
TO RETAIL AT $9.25

NORSTAR'S UNSURPASSED

ZAMBOOLA

POOL TABLES

Action Games!

CARNIVAL Roundup EL TORO BLOW BALL

WRITE FOR CATALOGUE NOW

NORSTAR Corporation
MANUFACTURERS

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SHOW ROOMS – SUITE 448, 200 5th AVE., N. Y.
WEST COAST REPRESENTATIVE – MURRY F. FELDS, OAKLAND

Playland Special

NOSCO MECHANICAL

AMUSEMENT PARK SCENIC RAILROAD

The "trip thru the park" Pays Off

The thrill of every amusement park, the children's own scenic railroad—now created in miniature by Nosco, complete with passengers and engineer. The Playland Special, Nosco's latest original, is molded in gayest colors and powered by clock-type, wind-up motor—will run on any flat surface or Nosco Banked Track. Playland Special is filled with thrills, loaded with appeal, and packed with profit. Don't miss this ride on a popular seller. Order Playland Special, Catalog No. 6420 now! Four cars and engine molded in red, yellow, blue and green—each car a different color with children and engineer of contrasting color. Playland Special is over 21" long. Standard package of two dozen weighs 12 lbs. Nosco's terms are 2% 10 days, net 30 days.

CAT. NO. 6420

Colorful package, designed with amusement park motif, sells Playland Special on sight. Handy size box for counter display and stock shelves.

NOSCO PLASTICS *Erie, Pa.,* **U. S. A.**

NEW YORK OFFICE—200 FIFTH AVENUE, NEW YORK CITY

TOY FAIR DISPLAY ROOMS, HOTEL McALPIN, 1050-1052

Nosco
COP-CYCLE
with siren
Directs
toy traffic
your way
Nosco's Cop-Cycle with side car and siren is a model of motorcycles used by real policemen. Friction motor is trouble-free and safe, and increases the age market several years from infancy to school ages. Real police siren. Front wheel adjustable to three positions for running Cop-Cycle straight or in circles
The road to more sales is smooth with Nosco, the sign of quality toys for girls and boys. All signs point to greater toy business -- Nosco directs toy traffic your way with new toys all the time. Enjoy a new cycle in toy profits—ORDER CATALOG NO. 6557 TODAY!
The multicolored Cop-Cycle is approximately 4" wide, 4½" high, and 6" long. A standard package of 2 dozen weighs 16 lbs.
Nosco's terms are 2% 10 days, net 30 days.
FAST
friction
motor
SAFE
WIDE
AGE-RANGE
Nosco-famous for — TOO-TOO TWAIN · DOODLE-BUG
ASTRA-DOME TRAIN OF TOMORROW · ACE RACER · FIGHTIN' FIREMEN
NOSCO PLASTICS Erie, Pa. U.S.A.
NEW YORK OFFICE—200 FIFTH AVENUE, NEW YORK CITY

SOLID VALUE...

that's why it

Sells...

KIDDETT CORPS

Brand New 5-piece Band

SEE IT AT

TOY FAIR

ALFRED HAHN, INC.
ROOM 420
200 FIFTH AVE. • NEW YORK

- **Fun for all kids—appeals to any age.**
- **Each piece perfectly pitched to bugle corps tunes!**
- **Educational! Instructive! Develops musical talents!**

REPRESENTATIVES

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J JACKSON SALES CO., 1355 Market St., San Francisco, Calif.

P C. BROCKMAN & ASSOC., 1710 N. Decatur Rd., N. E., Atlanta, Ga

BELL LYRE Pitched to play all bugle corps. Bright metal bars durable composition body Gay Red Tassels; Red topped wooden mallet.

BUGLE Tuned with real bugle corps music Brightly colored in Red White and Blue Well made of wear resistant plastic

CYMBALS: Good musical quality Sturdy construction of durable tempered steel Will withstand hardest use. Blue wood handles.

DRUM: Brightly finished in three colors. Metal shell. Head and Rims. Two authentic 12-inch long wooden drumsticks

FIFE Authentic styled in durable plastic Plays complete songs with excellent tone. Red body accented by White mouthpiece

INSTRUCTIONS and music included Specially written for children—so simple, any child who can read can easily learn to play

COUNTER DISPLAY: Box Size 14x12x4. Silent Salesman — smartly styled. Attractively illustrated in Red, White and Blue.

MASTER CARTON: Twelve Sets. Shipping weight, 25 lbs. F.O.B. Factory in Chicago, Illinois Indicate choice of routing

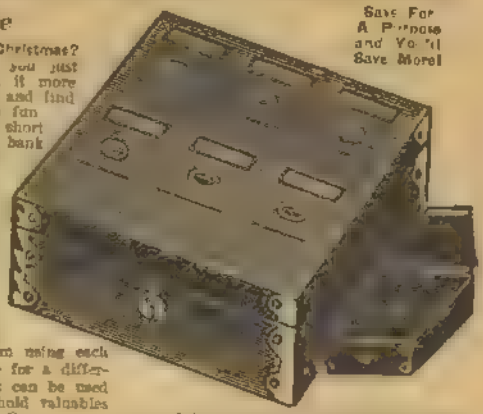
KIDDETTS, Inc.

6116 BROADWAY • CHICAGO 40, ILL.

The *Handy* BUDGET BANK

Actually 6 Banks In One

Save For A Purpose and You'll Save More!



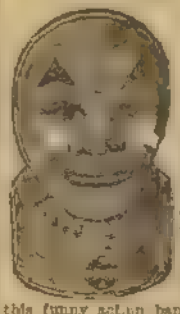
What are you saving for? Bicycle? Auto? Christmas? Vacation? Trip? Clothes? Other? Or, are you just budgeting your money so that you can spend it more efficiently—more wisely. Use the budget system and find out where your money goes—and besides it's fun. Don't overspend on one thing and find yourself short on another. Actually you'll find this amazing bank [illegible] you've ever seen. Be sure you have enough money for all the things you want.

Six Seperate Compartments. Complete with Lock and Key to Keep Your Money and Valuables Safe From Prying Eyes.

This is a bank that will serve many purposes. Aside from using each compartment to save for a different thing, this bank can be used as a strong box to hold valuables [illegible]. One or two or more of the compartments will hold valuables, [illegible]. Attractively finished steel box with six steel compartments. Window for inserting card specifying purpose. Slot for coin and hole for paper money. Comes with handy lock and key. Size 6x6x2¾ inches.

No. 2585. BUDGET BANK. Price Postpaid **$1.69**

2 NEW *ACTION* BANKS



Clown Bank

Tongue Comes Out He Swallows Coin!

Makes saving a pleasure! On the lower part of the bank is a small lever. When pushed, out slides a long red tongue. You place the [illegible] and release the lever. Bank goes the tongue with the coin, disappearing into the clown's mouth. He swallows any size coin [illegible] and will hold $10.00. You'll get a [illegible] this funny action bank (and lots of coins, too). Attractively lithographed in brilliant colors. All metal construction. Comes complete with lock [illegible].

No. 2631. Clown Bank. Price Postpaid . **29c**

Monkey Bank

He Tips His Hat For Every Coin!

Tips his hat in polite thanks for every coin he gets! This well trained organ-grinder's monkey appreciates it every time [illegible] thanks you for it! Show bank to your friends and [illegible] how pleased they are [illegible] be tips his hat! [illegible] how pleased you are for every coin you get!) With this courteous monkey on duty it [illegible] to fill your bank. Holds about $10.00. Brilliantly lithographed in colors. [illegible]

No. 2632. Price.. **29c**

Barrel Bank

A [illegible] resemble [illegible]

No. 2596. Barrel Bank. **29c**

"Help" Coin Bank

Outhouse Style—Coin Goes In Seat!

In form of an outhouse with the word "HELP" on outer [illegible] opened, there [illegible] again, coin [illegible]

No. 2583. Price Postpaid **35c**

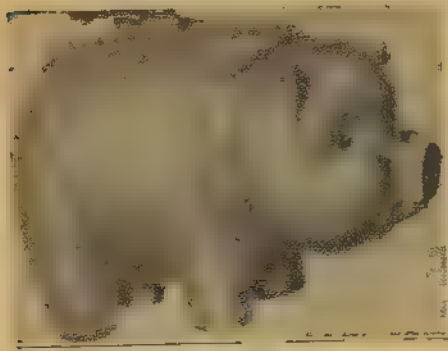
Book Bank

Keep It In Your Library

An attractive book shape bank. Each bank has a nursery rhyme and appropriate illustration lithographed in brilliant colors. Well made of sheet metal. Suitable to [illegible] Because it can [illegible] to save a certain [illegible]

No. 2604. Price Postpaid. **20c**

Mammoth Piggy Bank



This Bank Holds Over

$1,000.00

14 Inches Long—Nose to Tail

Mammoth Piggy Bank that holds $1,000.00! Here is the biggest bank we've ever seen and just about the most lovable too. It is a great big, fat pig with big eyes and a cute tail. Made of highly glazed, pottery "Porky" the pig is attractively finished in lustrous colors, hand-colored for handsome decorative effect. Looks good on mantel, dresser or even on the floor. Large slot for inserting coins of all sizes and paper currency. Estimated to hold $1,000.00 when filled with miscellaneous cash. Stands 8 inches high and is 14 inches long. Get this bank and you have something worth while in a piggy bank available.

No. 6440. MAMMOTH PIGGY BANK **$3.95**
Price Postpaid

A Dime A Day

Daily Dime Register Bank

FIRST DIME LOCKS THE BANK
OPENS AUTOMATICALLY AT $5.00

All you have to do is save a dime a day in this bank and the bank makes you do it. First dime locks the bank and keeps it locked. The dime must be in until $5.00 opens bank automatically. A fine way to save pennies.

No. 2584 DAILY DIME BANK Price Postpaid **39c**

Visible GLASS BANK

Nearly 7-Inches High; Mammoth!

It's fun saving with the Bubble Bank. Great big glass globe, nearly 7 in height. Made of heavy clear glass with spot in top for coins. You can watch the coins pile up. Holds a big supply of coins. Standing up inside in center of bank is a clever little chicken cutout that is painted 12 colors. Coins pile up on both sides of it as it is mounted on metal base with gold lettering. Bank is emptied from bottom. The big size and beauty of this bank are its big features. Interests children the value of thrift in a big way.

No. 2548.
Price Postpaid
$1.49

Ever-ready

Change Purse

Rapid Change Maker and Holder

Pocket size purse that holds your change in order. Three separate compartments for nickels, dimes and quarters. Strong springs hold the coins in place and a slight pressure of your thumb instantly brings out the desired coin. You can so easily get the coin you want. The practical way to carry your money.

No. 2600 Change Purse **25c**
Price Postpaid

Budget Register Bank

[illegible] holds 5c, 10c, 25c [illegible]

No. 2608 Price Postpaid **59c**

World Map & Bank

A Map of the World in Colors With Bank Inside!

One of our fastest sellers. A beautiful globe showing with amazing detail and in four colors a regular wall map of the world. Attractively lithographed and perfectly round. Globe is 3½" in diameter 4½" high. Lock in base of bank.

No. 2602. Globe Bank.
Price Postpaid **29c**

Why You Should Have A Thrift Vault!

A Thrift Vault is a good place to keep your money while you are saving. It can also be used as a storing place for small articles of value, papers etc. Often times there is not only the danger of someone STEALING your money but in some cases there is the danger of LOSING it. If you have a good place in the thrift vault—to keep articles of value, you will always know where to find them. Be on the safe side.

SAFETY VAULT & SAVINGS · BANK

Like a Small Bank Vault
No Key Required

One of these combination Thrift Vaults and Savings Banks and a systematic plan of saving offers you the right combination to everything you have been wanted. Your own home, a college education for your children, a trip abroad, a new car, a successful business of your own—many of these are yours if you would only manage to save a definite sum every day or a definite percentage of your income. Drop your spare Dimes or Quarters into this Thrift Vault. You'll probably never miss the money and you'll be surprised how soon it mounts up. This Thrift Vault and Savings Bank has a real combination lock, just like regular safes and vaults. Since there are dozens of different combinations, the possibility of anyone else knowing the combination is extremely remote. It is keyless in every sense of the word. No key is required to open the combination. Takes up no room in your home or office. Ideal for saving for vacations, Christmas and other needs. Made of sheet metal, lacquered in attractive colors. Size about 5" x 4" x 4" deep.

No. 2573 Thrift Vault and Savings Bank. Price Postpaid **$1.49**

Ever-Ready Coin Purse

Rapid Change Holder

Fast

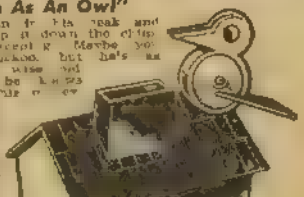
Wonderfully convenient for making change for you to get the right change in a few seconds with the "Bobbing" Beautifully made of lustrous colorful plastic with separate compartments to hold pennies, nickels, dimes and quarters (or tokens). Holds several dollars in change. Each coin slips out; held in place by spring action and is square.

29c

No. 2587 Rapid Change Purse Postpaid **29c**

BOBBING BIRD BANK

"Cuckoo As An Owl"



And he can't speak and walk upright down the clip sex for adolescent. Maybe you think he's a cuckoo, but he's as wise as the owl you've been looking for to save the money. Comes in assorted colors of bright red and yellow plastic. Has simple lock and key. In these hard times many children have learned the value of saving. A good habit. Good exercise. Makes a wonderful gift for the fond and the new bride. Any colored bird.

No. 2575. BOBBING BIRD BANK Price Each Postpaid **49c**

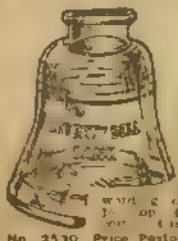
SEE YOUR SAVINGS GROW!

Glass Piggy Bank

Good [illegible] to watch [illegible] Slot in top for inserting coins. About 4" high. Stands on table, etc.

No. 2529. Price Postpaid **25c**

Transparent Glass—See Coins and Money

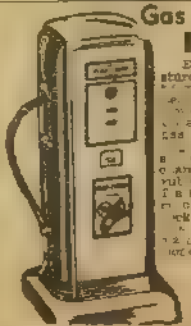


Glass Liberty Bell Bank

Makes an attractive desk novelty and [illegible] Liberty Bell. You can watch the coins grow as you [illegible] for starting your bank through [illegible]

No. 2530 Price Postpaid **25c**

Gas Pump Bank

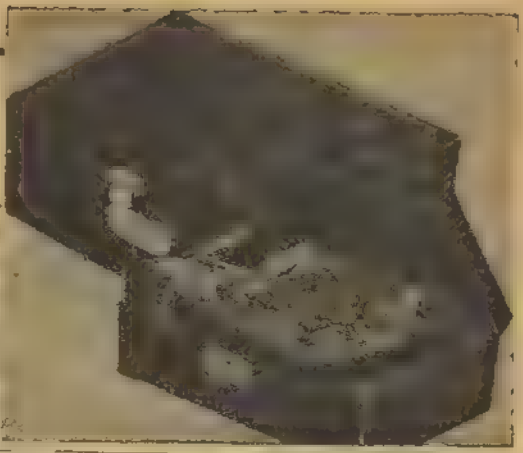


Educational, sturdy, [illegible] bank, [illegible] Texaco gas pump [illegible] bank, [illegible] metal red and white, real rubber hose, [illegible] Simple lock and key, [illegible] size [illegible]

No. 2576. Price Postpaid **$1.00**

Luxurious JEWEL & MONEY CHEST

Smart Looking Box for Safe Keeping of Valuables For Home or Office



Designed to look attractive on your dresser or in the m[illegible] Provides a safe place for the keeping of [illegible] papers [illegible] Large size Plastic covered [illegible] A simulated creation of fine leather in plastic faithfully reproduced, with a [illegible] leather designed marking. Embellished by magnificent gold color tooling. Gleaming rayon satin lining. Has a convenient [illegible] Locks with key for [illegible] and treasured [illegible] Comes in red [illegible] or brown color [illegible]

No. 6176 LUXURIOUS JEWEL AND MONEY CHEST. Postpaid..... $5.00

Squealing Pig Bank

Made of Beautiful Tenite Plastic

Each Time a Coin Is Inserted, Piggy Lets Loose a Loud Squeal!

A bank that will delight almost anyone with a sense of humor. [illegible] Made of the lustrous virgin plastic TENITE, just about the most handsome plastic made. [illegible] Large [illegible] bottom permits [illegible] Height 4½ in. high.

No. 2584 Squealing Pig Bank. Postpaid $1.19

Dime Bank

The famous and popular [illegible] bank [illegible] or $5.00 [illegible] have been inserted, bank opens automatically, then you can start all over again. Amount of money in bank visible at all times. Plastic [illegible] teaches [illegible]

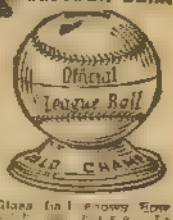
No. 2586 Price.. 20c

Christmas Savings Bank

[illegible] for bank. Have money in by present for others and yourself. [illegible] at [illegible] [illegible] [illegible] work in [illegible]

No. 2580. Postpaid 49c

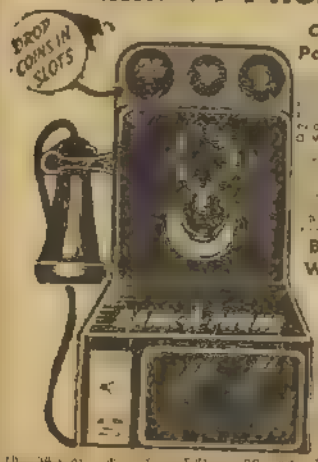
Glass Baseball Bank



Glass [illegible] shows how much [illegible] [illegible] keeps [illegible] of baseball [illegible]

No. 2581 [illegible] Each Postpaid 50c

Bank-A-Phone



Copy of a Pay Phone!

Pa[illegible] [illegible] [illegible] [

ANTI-AIRCRAFT BULLET LIGHTER

50 caliber ANTI-TANK and ANTI-AIRCRAFT SHELL made into an efficient decorative cigarette, cigar and pipe lighter. Highly polished and finished. Fitted with chromium plated cap. Impressive looking on office desk, etc.

Larger Than Illustration

Large fuel capacity. Lasts three times longer than ordinary lighter. Uses regular fuel and flints. Illustration slightly smaller than actual size. Over 5 ½-inches long

Only **$1.19** Postpaid

Looks Like It Is Ready to Shoot **$1.19**

No. 9384. 50 Caliber Shell Lighter. Price Postpaid.....

Bullet Ash Tray

20 mm. bullet on tray. Attractive souvenir of World War II. Metal ash tray with dummy bullet, 4 ½ in.

No. 9342. Postpaid ... **33c**

Bullet Lighter

Pocket Size

Handsomely made lighter in shape of bullet — sure fire lighter. Lasts unusually long with pocket comb on bottom. Fits for pocket or desk. Large fuel tank. Light 3 in. high.

No. 9350. Bullet Lighter Postpaid ... **75c**

Stick Anywhere Cigarette Holder

Keep your cigarettes and matches anywhere. This serviceable holder sticks anywhere, holding full package of cigarettes and package of book matches. Sticks on wood, glass, metal. Black crystalin finish.

No. 9355. **35c**

Midget Pocket Cigarette Lighter

Takes Up Very Little Room!

Only 1 ¼-in. long by ½-in. diameter. Easily slips into smallest pocket out of the way. Easy to use. Large fuel capacity. Attractive oriental enamel finish. Adjustable flint. Waterproof cap prevents fuel vapors out.

No. 9343. Price Postpaid **29c**

Hand Grenade Lighter

Actual U. S. Army hand grenade — but it is highly polished and nickeled. Charge is removed and lighter unit is inserted. Has large fuel capacity, Neverfail lighter and wick. Lighter and cover 5 in. high.

No. 9344. **$2.95**

Stick Anywhere Ash Tray

No worries about ash trays with these around! Stick on wall side of table, window, dashboard, etc., out of the way. Large capacity. Handsome nickel plated.

No. 9358. **35c**

Automatic ELECTRIC LIGHTER and Cigarette Holder

The electric lighter is the only 100% satisfactory lighter. Just plug in and forget about it. Just press the button and there is a wonderful light there for you with a sure positive light.

No Fluid! No Spinning!

Permanently solves lighter problems with everlasting lighter. In addition is full package of cigarettes. Lighter is in handsome plastic case. 6-ft. cord & plug. 110-volts AC-DC. 4-in. by 3-in.

No. 9351. Electric Lighter **$3.99**

Automatic Style—Good Looking Cigarette Lighter

An efficient lighter attractively made with imitation leather case and highly polished nickel plated trimmings. Easy thumb action assures good operation. Extinguisher cap snaps down to extinguish flame.

No. 9371. Price Postpaid..... **49c**

No. 9317. Package of Extra Flints and Wick. Price Postpaid..... **10c**

Cigarette Case and Lighter

Complete Pack of Cigarettes With Built-In Lighter

SMOKERS! Want something REALLY USEFUL? You'll [illegible] you'll be thrilled at its amazing convenience. It keeps those cigarettes in tip top shape. They stay fresh longer because they are fully enclosed. Case protects them from becoming crushed or damaged in your pocket.

An Easy Loading Case That Takes Full Package

Better still, it's easy loading. Just slip in the full package in a couple of seconds. And the lighter! Positive action gives you a good light quickly [illegible] actually serves a really good purpose. Beautiful plastic case in assorted colors including the famous onyx marble effects. Only slightly larger than a pack of cigarettes.

No. 9348 Cigarette Case and Lighter Combination. Postpaid .. **$1.00**

Famous Kalamazoo

Wind Proof Lighter

Famous for their absolute dependability, windproof quality and exceptional fuel capacity. Proved a [illegible] kind of [illegible] Sporting [illegible] manufacturers. One hand operation; snuffer cap. Brass or chrome finish.

No. 9385. Postpaid **98c**

1-YEAR BEER CAN LIGHTER

FOR YOUR OFFICE OR DEN — A LIGHTER THAT GIVES YOU A YEAR'S SERVICE WITHOUT REFILL! Friends will admire this lighter because of its unusual style. Fits right on beer can, beer bottle, pop bottle, etc. Fill [illegible] with lighter fluid and you're set for months and months. Attractive.

No. 9340 Price Postpaid **89c**

MINIATURE BOTTLE LIGHTER

In form of miniature bottle—made of metal. Nickel plated. Attractive lithographed colorful design around base. Bottle opens to refill lighter unit. Convenient pocket size — 2½-in. long.

No. 9398. Price. **39c**

Low Priced

Wind Lighter

[illegible] on the [illegible] large [illegible] and [illegible] [illegible] [illegible] [illegible] crying need of a good storm lighter. Easy to fill. Attractive nickel finish. Comes complete with flint. Use on your next camping trip.

No. 8353 Price Postpaid **49c**

Bowling Pin Lighter

Skillfully molded maple-colored plastic exact reproduction of regulation bowling pin. Has a high gloss finish and contains in body precision-built lighter mechanism. 2¾-in. high.

No. 9342. Postpaid **39c**

Electric Lighter

No Fuel—No Flint—No Wick Just Plug In & Always Ready

There is no substitute for an electric lighter if you [illegible] to an electric outlet. No worry about wicks, flints or fuel. Gives years of service [illegible] any attention. Automatic lighter unit—only lights when you are lighting cigarette or cigar; special safety feature. Complete, ready to plug in any 110 volt, AC-DC outlet.

No. 9347. Automatic Electric Lighter. Postpaid **$1.25**

Extra Flints & Wick

Every owner of cigarette lighter should have extra flints and wick. Top grade flints, bright spark.

No. 9317. Set of Flints and Wick. Postpaid..... **10c**

Fully Automatic Lighter

Squeeze It, Lit! Release It, Out!

Automatic action, smartest machine engraved, highly nickel-polished finish. A beauty in looks and in performance. Squeeze lighter and automatically top comes off and flint wheel spins, giving instant wind-proof light. Top springs back—snuffing flame—ready for pocket.

No. 9346. Postpaid .. **$1.39**

SPORT TORCH AND PIPE

- Steady flame for pipes, cigars, cigarettes.

Blow Torch Effect

Outdoor lighter for cigars, cigarettes, pipes. Covered lighting chamber. Extra large fuel capacity. Lighter has Protective chamber [illegible] The barrel is [illegible] [illegible] [illegible] [illegible] vertical in [illegible]

No. 9345. Postpaid... **$1.00**

6 Lovely Lassies
In 6 Gleaming Glasses

Outside . . . A Lovely Lady

Inside . . . Costume Vanishes

PRETTY CUTE! That's what your guest exclaims when he sees the realistic little lady on the outside of the glass. But just look what the drink does to her! He won't seem so interesting to her when he turns the glass around or peeks inside. She really "scoots" into her act when a highball is poured into the glass. Viewed through the liquid, she actually CHANGES HER POSITION and makes a few more startling moves! Every curve is magnified and the bright shimmering motion of the beverage creates a startling illusion of life. Some call them "Strip Tease" glasses. We call them "DELIGHT." For giving a party off on a flying start there's a host of reasons why CAN'T miss. Think how harmless it is! Completely sealed! Won't see how it was done! So sure of getting the glory that we say wisely a couple should be offended and just should be amused at this new kind of party "pepper upper." Almost as good as a ringside table at a smart night club floor show. A little bit of IN-GIN-UITY that will suggest a "gag" or two to even the dullest guest. All those six original little hostesses have a way of getting part of the bag of tricks over on guests after about seven drinks. Some "Strip Tease" highballs and old-fashioned glasses all different. Only the best! None less sold.

No. 6795. Set of 6 Nude Glasses. Postpaid **99c**

Nudies Glass Transfers

Yes, we also sell the Transfers separately so you can apply them to the glasses you already have! They easily applied. Just a few drops are all that is required. Nicely made to withstand a strong cold or hot soapy solution. Set of 8 all different.

No. 6796. Price Each Transfer, Postpaid **10c**

6704A. 3 Transfers 25c

87648 Set of 8 for 59

Liquid Brings Her to Life

MYSTIC *Nudies Glasses*

One High Ball Makes Them Undress Before Your Eyes!

Pour a cold drink into **MYSTIC-GLASSES** and be amazed at what happens on the **outside of the glass!** As the girls get warm, off comes their clothing, revealing themselves in "all their glory." You actually see them in the process of disrobing! Once cooled off, the girls dress again. It seems magical! Folks gape and wonder at the transformation that appears. Yet **MYSTIC-GLASSES** need offend no one.

MYSTIC GLASSES are indispensible at every gathering. The rib-tickling humor lends a kick to every drink. The glasses are 10 ounces size and the illustrations are washable, alcohol-proof and last indefinitely. For a gay party — use **MYSTIC-GLASSES.** It's as good as a ringside table at a smart nite club floor show. With these six obliging little Hostesses the success of your party is assured. **The New Sensational Daring** Mystic Highball Glasses are a gift any broadminded man or woman should surely appreciate.

No. 6794. Set of 6 Glasses, Postpaid . $1.98

NOW THEY WORK

TRI-STATE ANNOUNCES 1950 "BLOCK CITY" PLANS

Tri-State Plastic Molding Company, Henderson, Kentucky, recently announced plans for showing a new and extened "Block City" line in Room 436 of the Hotel McAlpin at the Annual Toy Fair. The new line has been specially designed so that the entire toy market may be more adequately covered.

Robert K. Gibbs, general manager of Tri-State, indicated in a statement announcing the new line, that the response to the introduction of "Block City" last year was so enthusiastic, an extension of the line in accommodation of the trade was necessary

"Last year," said Gibbs, designer and creator of the unique, interlocking all-plastic building blocks, "we introduced 'Block City' in three different packages starting at $1.95, $3.95 and $5.95. In 1950, responding to many retailers' suggestions, we've extended the line to include five different models in all. The first set, selling for $2.49, is packed in a cardboard replica of a typical 'Block City' home. Three other models, at $2.95, $4.95, and $7.50 are available in sturdy, cardboard cylinders, brilliantly illustrated in five colors. This tube package is sturdy, eye-catching, and provides the customer with plenty of room for storing the blocks even after the package has been opened."

"And our piece-de-resistance," Gibbs concluded, "is the new, deluxe Model 1500. Packed in a beautiful, rigid plastic box with a transparent 'show-all' cover, enough blocks are included in this model to keep a family of builders happy for years. It's a $15.00 item, with unlimited construction possibilities."

Another addition to the "Block City" line this year is the Auxiliary Parts sets. These sets, which include special unusual parts such as blocks, windows and cornices, door lintels, etc., will permit the toy dealer to keep interest in "Block City" alive the year 'round, with smaller sales that afford him the same margin of profit provided by the completed models.

Tri-State, an established manufacturer has been known in the past for such outstanding toys as the "Jet-Queen" Speedboat, the "Paddle Queen" River Boat, the "Animal Parade" of Plastic figures by Westphal, and other items for children. Sales offices in New York are at 12 East 41st Street

DEN-RICKS POOL-TABLES ENJOY GROWING ACCEPTANCE

Pool playing, once considered beneath the dignity of [illegible] because of a certain [illegible] attached to the old-time pool room, has become the favorite family pastime in the midwest. Brother and Sister vie for honors and Mom is as proficient as Dad!

Den-Ricks Products, Inc., Farmington, Minn., manufacturers of a complete line of pool tables for home use, have made remarkable progress, although comparatively new in the field. Sales in 1949 more than doubled 1948 and they anticipate another record breaking year in 1950.

A Den-Ricks pool table.

In the words of Al Elden, president, who directs production, and Helen Elden secretary-treasurer, who is in charge of sales: "We owe the rapid progress we have made almost entirely to a number of buyers in the midwest who have had confidence in us and helped to nurse us through our growing pains. Their suggestions and constructive criticism have been of inestimable value to us in re-designing and improving our product each year. Prior to 1950 we have done very little advertising. We did not want to advertise until we were sure we had ironed out all the kinks and were through the trial and error period. The many unsolicited letters of appreciation we received at the end of 1949 from these same buyers, have convinced us that we are now ready to do more extensive advertising and place our product in any establishment with complete confidence."

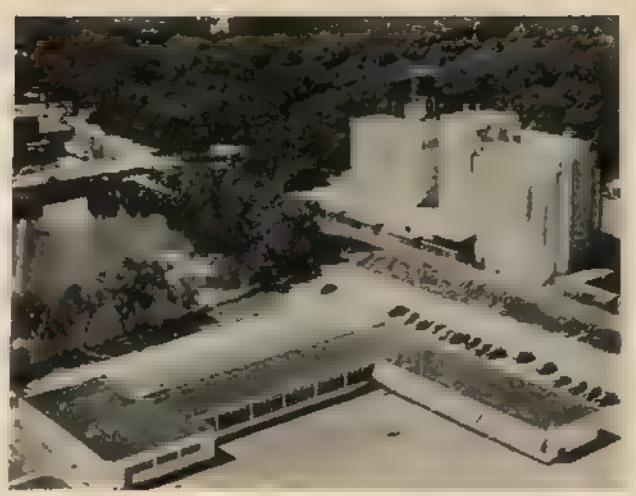
Den-Ricks, in designing the 1950 line have kept in mind the growing popularity of pool playing as a family pastime. Quality and rigidity have been combined with colorful decorative treatment that will catch the eye of the female shoppers, who do the largest percentage of consumer buying. More than two years were spent in developing a pure rubber cushion with professional action and lasting resiliency.

No longer is a folding pool table for home use an item sold only by sporting goods, furniture and department stores with large toy departments. Smaller hardware and variety stores, reluctant to put them on sale because of the space required to display them, have been astounded at the success they have had, once they put in a sample. Because of the demand they have enjoyed during the holiday season, a great many of these smaller stores have made the pool table a year 'round must. Parents buy them for their offspring with an eye to their rumpus room and entertainment for the friends of Mom and Dad. An excerpt from one letter is typical of the many received: "The boys, 9-8-7, say the pool table is their best gift. They certainly do enjoy it, as well as their father and his friends."

Den-Ricks will present their new 1950 line at the New York Toy Fair at 517 New Yorker Hotel and at the show rooms of Al. Moritz, Room 400, 1107 Broadway. There will be six sizes on display, a size and model for any age group from 6 to 96.

primarily of four operations all of which are conducted under one roof by Doughboy. The plastic material is received in large bolts of desired widths and then travels in assembly line fashion through a silk screen process capable of making a toy of four colors. Directly after silk-screening the items are cut out in a flexible manner making maximum use of the material and so producing the largest possible toy for the money. The plastic then travels to the seaming operation where the patented, exclusive Doughboy Haugh seamer applies the "heat-seal" seams. The toys now move on to the testing and inspection operation, where each one is fully inflated and submerged in water not once, but twice, to make sure that the toy is completely free from defects. The toys are then deflated, dried and packaged for shipment. Stocks of Doughboy's complete line are maintained in both New York and Los Angeles as well as in New Richmond to facilitate rapid delivery on all orders.

While the production methods are responsible for the success of Doughboy toys, credit is also due to their design which have won for them such great popularity and wide acceptance. Economical use of materials, beautiful artwork, originality of design and attractive coloring have done much to bring Doughboy to its present position of leadership in the field. The bigness, strength and lightness so characteristic of Doughboy Inflated Plastic Toys have endeared them to children throughout the nation—and yes, adults too!



A general view of the Doughboy Industries main office and two of the seven factory buildings in New Richmond, Wisconsin.

Outstanding among the many items in the Doughboy line of inflated plastic toys is Bulgy the Whale, Sandy the Sea King and a Wading Pool, all of which were popular sellers in 1949. To this partial list of already established items have been added Flipper the Seal, Snapper the Turtle and three completely new Wading Pools in different sizes making a line of four ranging in price (retail) from $5.00 to $14.00.

The Doughboy salesforce, made up of well-known sales agents with offices in the leading U. S. market centers were quick to recognize the potential of the Doughboy line. The public's response to the toys has since proven the soundness of their instinctive reactions. They are now enthusiastically backing the ambitious program for the Summer of 1950 recently outlined to them by Richard C. Drury, vice-president of the firm. This promotional program includes full page advertisements in color in trade journals and consumer periodicals such as Parents' Magazine and tie-ins with local newspaper advertising.

WALT DISNEY'S "CINDERELLA" CHARACTERS FEATURED BY BEN COOPER, INC.

The magical characters from Walt Disney's "Cinderella" emerge in all their charm and fascination in Ben Cooper's presentation of Spotlite Masquerade Costumes. Cinderella in all her sparkling beauty, The Fairy Godmother with her gleaming wand, Gus-Gus the lovable mouse, Lucifer the villainous black cat and the handsome Prince are reproduced with great fidelity. These costumes feature authentic masks, lovely color combinations and decorations designed by the Disney art staff. While there are some numbers in three different price ranges, five styles have been grouped in one popular priced category to make a promotional unit especially for Hallowe'en advertising. An interesting feature of this group is that the costumes are particularly well suited for Hallowe'en. The three costumes for boys include Lucifer, who is the traditional Black Cat with the added advantage of its distinctive character. The costumes for girls have the colorful Cinderella costume, and the magical Fairy Godmother and her gleaming wand which is so typical of the Hallowe'en season.

In addition to the Disney Cinderella group the Cooper line continues to feature the entire Walt Disney cast of established stars headed by Mickey Mouse, Donald Duck, Pluto, et al.

Introduced last season and now an established success is the Tru-Type Mask which is included with every style in one complete price group. These masks have been designed to portray each individual character, and in addition to their value in completing the costume also provide a great aid to effective display. One of the newest features of the Spotlite Line is a completely different group of animal costumes with a new technique in the masks. These masks have also been grouped to be sold separately.

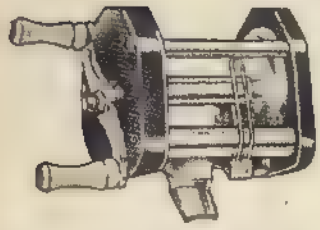
Interviewed at the opening of the 1950 Spotlite line at their showrooms, Room 325, 200 Fifth Ave., New York, Ben and Nat Cooper expressed great pride in their new presentation, stating that this collection is the most varied and extensive in the history of the concern, both from the viewpoint of price group selection and innovations that they have never heretofore presented.

Ben Cooper, right, and Nat Cooper pictured with their Cinderella costumes.

"STAPUT" EYES BY ROLLING EYES MFG.

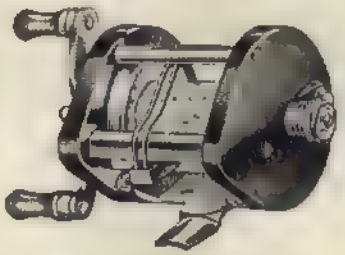
Rolling Eyes Manufacturing Co., 28 East 4th St., New York 3, N. Y., have recently put on the market a new "Staput" eye that is being nationally advertised in Good Housekeeping magazine. An outstanding feature of the new eye are five tempered steel prongs that hug the cloth securely, thus providing an important safety feature. The eyes are made of an imitation glass material that imparts a lifelike expression to all types of stuffed toys. These new eyes come in the rolling as well as the stationary type. The firm points out that "Staput" eyes are now being installed in the products of many leading stuffed toy manufacturers. This firm has specialized in the manufacture of eyes for many years.

OCEAN CITY BAIT CASTING REELS RANGER BRONSON



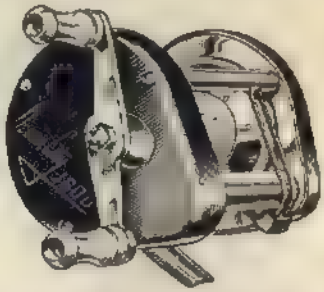
Ocean City No. 1529. New semi-streamlined level wind reel with strong frame, baked enamel side plates and well cut gears. Double handle, white plastic knobs, click control button. Retail 2.00.

No. 16R111. Each..... **1.18**



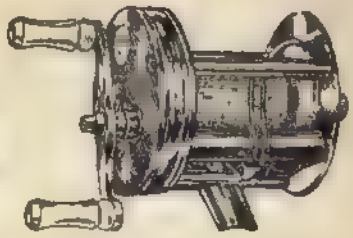
Ocean City No. 1591. Streamlined level-wind reel with famous fish-eye side plates. Anti-backlash control, ball-bearing spool with cork arbor and positive cup over level-wire pawl. All gears of heavy metal, plates and frame of heavily plated brass. Weight 4 oz.

No. 16R113. Each..... **2.35**



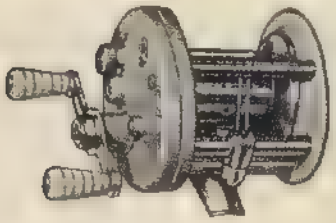
Ocean City No. 1600. Reel features aluminum side plates with screw adjustment. Light, streamlined and durable cast self-lubricating bearings, removable cork arbor. Weight 7 oz. Retail 5.00.

No. 16R116. Each..... **2.94**



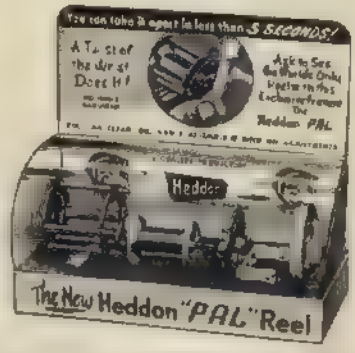
Ocean City No. 1970. Popular priced level-wind reel, with Smoothmaster control, lightweight spool with cork arbor and stainless steel level wind pawl. Made of heavily chrome plated brass. Weight 8 oz. Retail 6.50.

No. 16R114. Each..... **3.82**



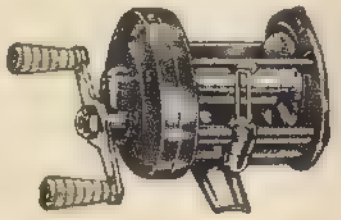
Ocean City No. 1950. Streamlined level-wind reel, constructed of Zamak; new wheel type backlash control. Self-lubricating bearings, thirty-to-one retrieve and sturdy bridge construction. Weight 8 oz. Retail 10.00.

No. 16R119. Each..... **5.88**



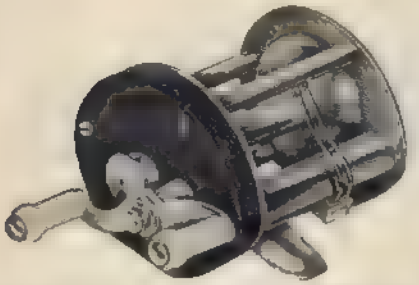
Heddon Pal P41. Lightweight reel with aluminum spool and sides, thumb-activated removable head plug feature. Machined spiral bronze gears, anodized aluminum head plates. Quadruple multiplying, jeweled spool cups, adjustable thumb [illegible]. Retrieve 36 inches 20.

No. 16R11. Less 20" reel. Each..... **7.35**



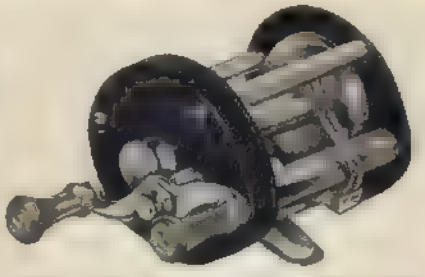
Ocean City No. 2000. One piece Zamak construction with self-aligning bearings and enclosed dirt-free level-wind mechanism. Smoothmaster control provides casting accuracy. Frame anodized for strength with heavily chrome plated trimmings. Chamois case. Weight 6 oz. Retail 20.00.

No. 16R52. Each..... **11.76**



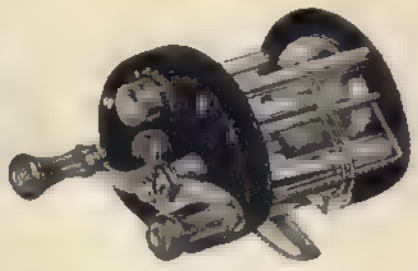
Ranger Model 500. Low cost reel featuring a lightweight aluminum body and spool, level wind, all brass gears and improved click mechanism. Single spool and frame adjustment, thumb screw takedown. Capacity 100 yards. Retail 3.45.

No. 16R1. Each..... **2.32**



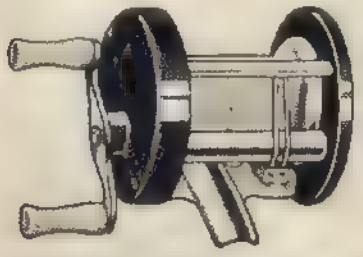
Ranger Model 503. Popularly priced level wind reel with many deluxe features. Bridged frame construction, full ball bearing bearing on back plate, improved brake with positive spool and brake adjustment. Black oxidized aluminum body. Retail 7.50.

No. 16R2. Each..... **4.41**



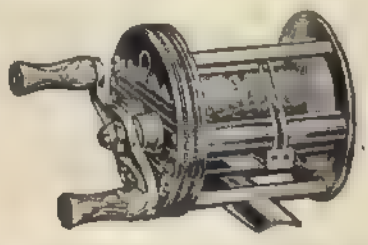
Ranger No-Lash Model 505. Reel is equipped with a ratchet which eliminates backlash by automatically controlling the braking mechanism. All aluminum body with black oxidized finish and plated level-wind, improved click. Retail 8.95.

No. 16R3. Each..... **5.26**



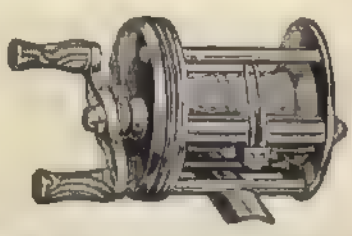
Bronson Altoona Model 4250. Low priced reel recommended for the beginner or for general utility fishing. Full quadruple multiplying level wind with handle turned to the right, takedown construction, improved click. Snap-on plastic arbor, 100-yard line capacity. Retail 2.75.

No. 16R99. Each..... **1.62**



Bronson Mercury Model 2550. Full size level-wind reel made of high grade brass, chromium plated, fitted with genuine marbled handles, lightweight aluminum spool with snap-in post, antique Adjustable tension drag, Uno-Paw. Three-piece corrosion proof 100-yard line capacity. Weight 8 oz. Retail 7.50.

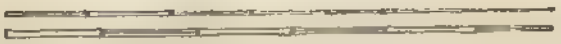
No. 16R14. Each..... **3.23**



Bronson Lashless Model 1700. Level wind reel equipped with new spool bearing mechanism which permits sensitive non-backlash adjustment. Constructed of high grade brass, heavily chrome plated. Aluminum spool, adjustable click, quadruple multiplying, 100-yard line capacity. Weight 8 oz. Retail 7.50.

No. 16R16. Each..... **4.41**

Bamboo Poles, Casting and Telescopic Rods



Jointed Bamboo Fishing Pole. Two-piece bamboo fishing pole, with one rolled edge brass ferrule and metal tip. Length 8-10', Packed 2 dozen. Weight approx. 10 lbs. (No less sold.)

No. 15R201. Per dozen.....3.18

Jointed Bamboo Fishing Pole. Three-piece fishing pole of top quality Japanese bamboo, washed, cured, and straightened. Two rolled edge cast brass ferrules, metal tip. Length 12', Each in bag. Packed one dozen.

No. 15R202. Per dozen 7.68

The Handle-Rod. A 5-foot precision made casting rod which completely telescopes within its handle to only 11 inches in length, featuring compactness, lightness, flexibility, strength and the superb balanced action of the finest one piece bamboo rod. Rod sections and guides are made of Beryllium copper, a non-rusting, non-corrosive material that is stronger than steel. Heat treated and tempered. Aluminum handle with laminated cork grip and front pedestal reel lock. Constructed for a lifetime of use. Weighs only 6 ounces. Complete with Carrying Case. Fits in pocket, tackle box, suitcase, glove compartment. Retail 13.50.

No. 15R59. Each... . . . . 7.94

Stubcaster Rod. Sensational coil spring gives full length rod action. Shortened arc gives greater accuracy — maximum distance. Fits tackle box — 21" overall, breaks to 14". Cast "close in" streams. Retail 5.95.

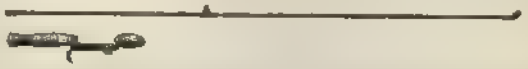
No. 15R56. Each.....3.48

Longcaster Blade. 4½ foot steel casting rod to fit Stubcaster Handle. Retail 4.95.

No. 15R57. Each 2.91

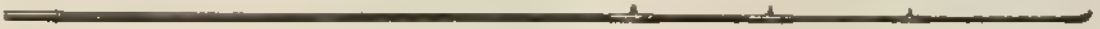
Steel Bait Rod. Sturdy rugged 45" rod for beginners 8'-" walnut finished wood handle, plated reel seat, one metal guide and tip top. Weight 5 lbs. per dozen. Packed 2 dozen to carton. Retail .95. (No less sold.)

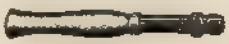
No. 15R208. Per dozen.....6.70



Pflueger Bait Casting Rod. Detachable offset handle with knurled wood grips, high carbon steel blade, hardened metal guide and tip top. Weight 9½ lbs. per dozen. Each in paper bag. 2 dozen to carton. Retail 1.95. (No less sold.)

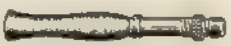
No. 15R209. Per dozen. 13.76





Bristol Round Telescopic Rod No. 15. Most satisfactory for all types of still fishing. Three joints, length 8½'. Reversible aluminum die cast handle with cork grip. Stainless steel guides, brass sleeves. Spring steel joints finished in grey enamel. Each in cloth case. Retail 4.00.

No. 15R35. Each 2.35

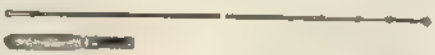


Bristol Hexagonal Telescopic Rod No. 9. Four joints, length 9'. Reversible aluminum handle, cork grip. Snake guides brass sleeves. Spring steel joints in sand color enamel finish. Each in cloth case. Retail 5.50.

No. 15R82. Each.....3.23

Bristol Hexagonal Telescopic Rod No. 3. An "All-Purpose" rod featuring the adjustable positive joint lock which holds the joints to any desired length and in perfect guide alignment. Four joints, length 9'. Reversible aluminum handle, cork grip. Stainless steel guides on reinforced sleeves, chrome plated. Spring steel joints in green baked enamel finish. Each in cloth case. Retail 7.50.

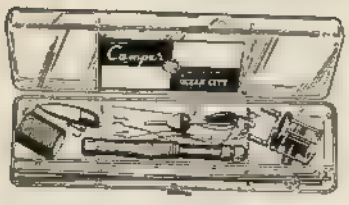
No. 15R83. Each... . . . . 4.41



Telescopic Bait Casting Rod. A 4-section steel rod with reversible cork handle, plastic locking reel seat, steel guides and tip top. Extends to 4½'; collapses to fit inside tackle box or pocket. Retail 5.00.

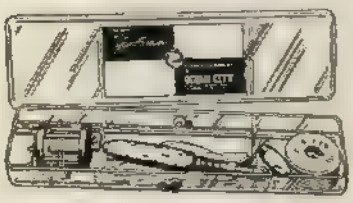
No. 15R40. Each 2.94

COMPLETE FISHING OUTFITS



Ocean City Camper Fishing Kit. Contents: Reel — double multiplying nickel-plated reel with tension handle knobs, 50 yd. capacity and adjustable click drag. Rod four-piece solid spring steel, graduated diameter, hardened steel guide and tip top. Line 50 yds. of 21 pound test line. 1 turned wood casting plug, enameled two colors with spear point double hook. 2 snelled hooks looped. Double synthetic gut 3 pinch-on sinkers. 1 flashy metal spoon with spear pointed double hooks—1 is a turner with named float. 1 fitted plastic case. Retail 5.50.

No. 15R24. Each..... .. ..3.24



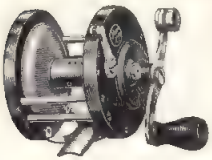
Ocean City Sportsman Fishing Kit. Contents: Rod Ocean City No. 15R1 level wound with Smoothkaster, sort of Rod Tip-spin tubular steel. Extends to 6 ft. Reversible butt with cork grip. 4 chrome plated guides and tip top. Line 50 yards Ocean City braided nylon Casting plug, enameled in 2 colors. Flashy chrome spoon. 3 snelled hooks. 2 wire leaders. 4 pinch-on sinkers. In fitted plastic tackle box only 21 inches long. Retail 13.95.

No. 15R25. Each... .... 8.20

Complete, "matched-unit" fly fishing outfit. For bass and pan fish. The "Initiator" will simplify the art for the beginner and will add to the sport and enjoyment of the seasoned fly fisherman. Each item has been selected with the greatest care. Everything that goes to make up outfit—from 9 ft. fly rod and Weber-Henshall Reel, line, flies, lures and accessories. All items mounted on display pan and packed in shipping container. Weight 4½ lbs. Retail 25.00.

No. 15R26. Each.....14.70

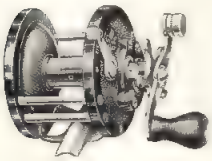
No. 80 Penn Reels



A free spool reel ideal for fresh water trolling and still fishing. Free spool clutch is operated by snap lever on rim. Gears always in mesh and cannot strip. Stainless steel springs. Sliding click. Adjustable and removable spool bearings. Plate diameter, 2¾ inches. Spool width 1⅜ in. Line capacity 200 yards No. 9 or 150 yards No. 12. Wt. 12 oz.

No. 80 Penn Reels ..... .Each 3.00

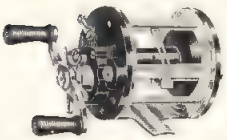
No. 85 Penn Reels



Equipped with an adjustable star drag which maintains a steady tension on line. Takes 200 yards No. 9 line. Reel is made of bakelite and brass, finished in nickel. Plate dia. 3¼ ins.; spool width 1⅜ in. Weight 13½ oz.

No 85 Penn Reels.. .....Each 4.00

No. 109 Penn Reels

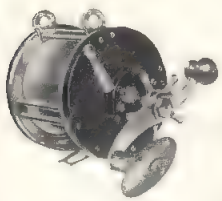


Level wind reel with adjustable star drag. Line capacity 100 yards No. 9 or 150 yards No. 6. Reel stand 2⅜ ins. for rods with offset reel seats. Plastic spool. Gear ratio 2¾ to 1.

Metal parts chromium plated. Weight 11 oz.

No. 109 Penn Reels .....Each 11.00

No. 167 Ocean City Star Drag Reels

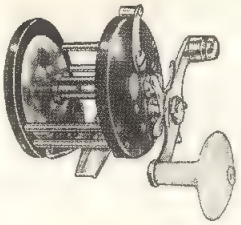


Extra strong construction for large size game fish. Ideal for trolling and deep sea fishing. Reel has a strong dependable star drag; heavier gears of bronze, spiral cut. Automatic free spool lever, pull down for casting or paying out line in trolling, puts reel in free spool, a swing of the handle and the lever snaps back automatically for winding. Oilite self-lubricating bearings. Handle screw lock and wrench to insure a handle tight at all times. Metal reinforced bakelite side plates. Extra strength double frame crossbars harness links Included is improved bar type reel clamp. Line capacity 600 yards, No. 9. Gear ration, 2¼ to 1. Piller length, 2⅝ inches. Plate diameter, 3⅝ inches. Weight 30 ounces.

No. 167 Star Drag Reels ... .Each 16.50

Ocean City St. Lucie Reels

No. 981



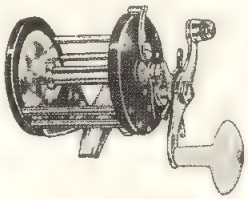
For salt water or heavier fresh water fishing.

Dependable star drag and free spool with stainless steel main and pinion gears. Oilite self-lubricating bearings. Torpedo handles. All exterior metal parts are heavily chrome plated.

Gear ratio 3 to 1; Plate Diameter 2¾ in. Pillar Length, 1⅝ inches. Capacity 150 yards No. 9 or 27 test line. Wt. 13¼ oz

No. 981 St. Lucie Reels ... . Each 5.50

No. 935



Extra wide spool reel for surf, pier and live bait fishing.

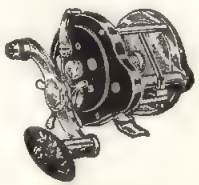
Sturdy chrome plated spool and new smooth working and extra strong star drag, synchro mesh gears and Oilite bearings.

Torpedo handle. All exposed metal parts are heavily chrome plated.

Gear ratio, 3 to 1. Plate diameter, 2¾ inches; Pillar length, 2⅞ inches. Capacity 200 yards No. 9 or 27 test line. Weight 14¾ ounces. Individually packed.

No. 935 St. Lucie Reels .....Each 6.00

Ocean City Imperial Reels



For salt water, river or lake trolling. Level wind action with double handle plastic knobs.

Rust proof pawl and worm and Oilite self lubricating bearings for smooth effortless operation and long life. All exposed metal parts are heavily chrome plated.

Designed for all types of deep sea and fresh water fishing. Free spool and star drag.

Gear ratio, 3 to 1; Plate Diameter 2¾ inches; Pillar Length 1⅝ inches. Capacity 150 yards of No. 9 or 27 test line. Weight 15¼ ounces. Individually packed.

No. 920 Imperial Reels .....Each 9.20

Prices shown are based on manufacturers' list.

Save that "Down" Corn with an OLIVER Picker!

It's the extra ears you save that count! Whether high and dry on a tall, heavy stand . . . or on stalks that have "hit the dirt" with the onslaughts of borers and wind, you can depend on an Oliver picker to snare the hard-to-get ears.

"Live" snapping roll extension points and gathering chains work close to the ground. Wide "floating" shields follow the contour of the row, nose under "down" and tangled stalks.

Call on your Oliver dealer before fall. Get the full facts before you buy any picker. Check the many Oliver picker advancements, too. For example, the new, modern Oliver No. 4 tractor-mounted Picker-Husker is balanced over the rear tractor wheels. There's no forward overweight to bog down the front wheels in soft fields. Turning radius is extremely short . . . steering is exceptionally light. And, it's equipped with combination rubber and steel rolls that husk *clean* under widely varying conditions.

There's an Oliver picker to meet your exact corn harvesting needs. Shown here is the No. 5 single row trailer-type Picker-Husker. Other pull types include the single row No. 3 Picker-Snapper and the two-row No. 2 Picker-Husker.

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Whether it's WOLF'S HEAD MOTOR OIL or WOLF'S HEAD HEAVY DUTY OIL, you'll get greater economy . . . cleaner, cooler, better engine performance . . . and you'll add less oil between drains.

Free... 12 page folder that gives you useful lubrication recommendations for every type of tractor on your farm.

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Dairy

Photo J. G. Cash

Calves Soon Learn to Lead

Calves teach themselves to lead with this home-made rig on the Quernheim and Wilson farm, Jackson Co., Ill. The center part is an axle set firmly in the ground, with cross bars fastened to the wheels. When the older calves walk around, the younger ones soon learn to follow.

Watch Out For Fall Bloat

Fall rains on legumes may cause trouble unless they're planted with a new grass

ONE New Jersey dairyman lost seven cows from bloat in one week in early fall last year. Several other New Jersey farmers lost one animal each.

Normally, you'd expect bloat to be troublesome in spring during the lush, early growing season. But the New Jersey losses came after the fall rains perked up the pastures.

Richard Lippincott, the County Agent in Mercer County, says most of the bloat was in herds on ladino. Trouble was, the ladino hadn't been sown with one of the newer grasses, such as brome or orchard grass. The bluegrass planted with ladino hadn't grown at all during the hot weather, and the cows were getting almost straight ladino.

Most of our Agricultural College people around the country now think that some coarse grass in legume seedings keeps cows from bloating. The idea is that it irritates the cow's stomach, and keeps her belching as she goes along. It's when she doesn't belch that the gas builds up.

There are several home-made remedies for bloat. Here are some, listed by E. J. Perry, New Jersey dairy specialist: give the cow 2 to 4 ounces of turpentine or kerosene in 2 quarts of water or milk; a half ounce of formalin in a pint of water; or 1 to 2 ounces of lard oil. Tying a wooden bit or heavy piece of tar rope in the cow's mouth is an old trick; and elevating the fore part of the cow is always a good idea.

Some farmers keep their cows from bloating by turning them on grass at night—they can watch them on the legume in the daytime. Others give the cows free-choice hay in the barn lot at night; and some keep a rack of hay in the pasture all the time.

He Uses Milk Scales For a Thermometer

When summer heat sets in, Maurice Saffrens watches his milk scales instead of the thermometer. It gives him a better idea of how bad a hot spell the weather is brewing up.

"When milk weights fall off, it's a sign that the heat is getting my grass down. It's time to shift to a new pasture, or feed more grain and dry roughage," says Saffrens.

This Marion, Mo., dairyman usually has quite a variety of year-round green roughage ready for his Jerseys: wheat, barley, or Balbo rye for fall and winter; bluegrass in season; good alfalfa-brome for the long pull; and sudan grass as a catch crop. He uses lespedeza some, too.

The way he keeps ahead of the

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Summarization:
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YOU will keep ahead in sales and profits... the year 'round... with the COMIC ROTOR
PROMOTE IT NOW!
RESERVES YOUR CONFIDENCE.
ORDER INFORMATION
packing
A 112
1 DOZ TO CASE
A 124
2 DOZ TO CASE
A 116
3 DOZ TO CASE
For a sample, a case or a carload, write, wire, or phone Wisconsin 7 5848
FUN CRAFT CORPORATION
EXECUTIVE OFFICE and PLANT
245 WEST 28th STREET • NEW YORK 22, N. Y.

Now . . . MORE THAN EVER!

You, too, will profit by availing yourself of Paragon service from factory or New York warehouse.

Table and Chair Sets
Dolls
Doll Carriages
Doll Furniture
Rockers
Toy Chests
Animals
Educational Toys
Baby Walkers

Shoo Flys
Record Players
Plastic Toys
Blackboards
Doll Baths
Swings and Stands
Outdoor Gyms
Pool Tables
Wagons

Velocipedes
Trikes (Chain Drive)
Bicycles
Automobiles
Scooters
Pedal Cars

PARAGON'S SELLS BEST

Paragon

FURNITURE COMPANY
INCORPORATED

41 EAST 31st STREET · NEW YORK 16, N. Y.

Murray Hill 9-6380 6381 6382

MURRAY-OHIO
and
COLSON
LINES

"PEGGY"

The Amazing 28 inch

WALKING

and

CRYING DOLL

Moving Eyes — Wigs — Dresses
have snap buttons to dress and undress

Marg'e and Jack'e

Exclusive

"WONDER BABY DOLL"

that

WALKS — STANDS
SITS — CRIES

28" Tall—Soft Plastic Skin—PLASTIC HEAD—
Dresses have Snap Buttons to dress and undress

AT HOTEL McALPIN

ROOM 1046

During the Toy Fair

RALPH STEIN, REPRESENTING

"Dolls of Quality"

PARIS DOLL COMPANY

Permanent Showroom

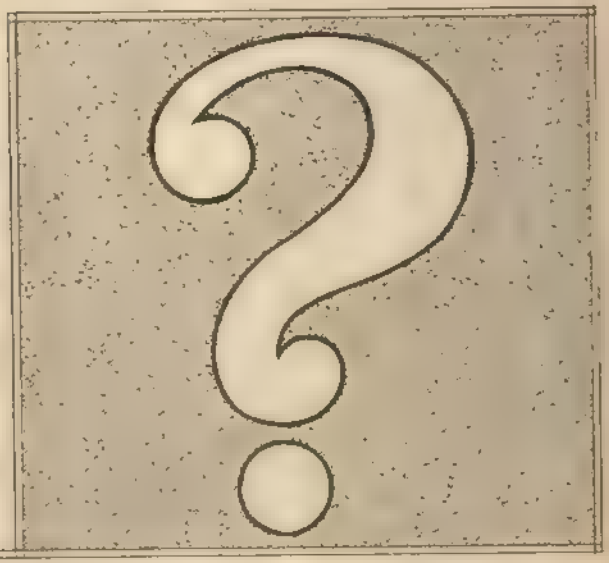
20 EAST 18th STREET Telephone ORegon 4-6059 - 6060 **NEW YORK 17, N. Y.**

"THE SUPERIOR LINE"

1948 **A SMASH HIT!**

1949 **ANOTHER SMASH HIT!**

1950 **THE BIGGEST SMASH HIT!**



T. COHN, Inc.

Manufacturers of Lithographed Metal Toys

200 Fifth Avenue Room 806 New York 10, N. Y.

Hotel New Yorker during TOY FAIR
Rooms 847-8-9

THE NEW OFFICIAL

Roy Rogers

MOVING PICTURE LAMP

$4.95 RETAIL
STANDARD DISCOUNTS

*A PROFITABLE PROMOTION

for the Toy Department

DESCRIPTION- Full Color action pictures of Roy Rogers and wonder horse Trigger revolve past two large viewing windows (2½ x 4") in outer shade, decorated with brilliant reproduction of Rodeo scenes by famous artist. The outstanding value in Children's action lamps.

SPECIFICATIONS. 17" tall.
Embossed parchment shade, 11" dia., 7½" high
No mechanical parts
Listed by Underwriter's Laboratories.
Individually packed in especially constructed and decorated 200-lb -test carry-out carton 12 x 11¼ x 12¾". Shipping weight 4 lbs.

SELLS ITSELF the YEAR 'ROUND

A Leading Department Store sold 532 lamps the first day!

Several Leading Department Stores sold 10 times their ad-cost within two weeks!

Leading Jobbers sold 1,000 lamps per month!

A Leading Childrens Magazine sold 1,135 lamps, through its special issue!

A Mail Order Company shipped 1,200 lamps in six weeks!

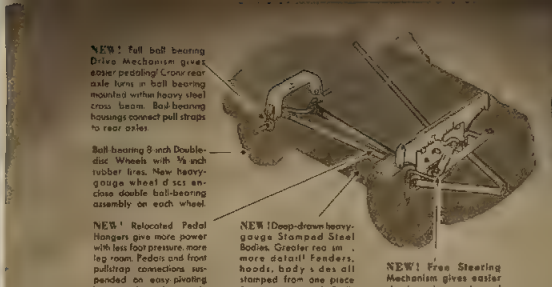
(Names upon request)

*TESTED SALES PRODUCING MATS and ELECTROS FREE ON REQUEST

— Write, Wire, Phone TODAY! —

PEARSON INDUSTRIES
540 N. LAKE SHORE DRIVE CHICAGO 11, ILLINOIS

See Us at the Toy Fair Room 207 Fifth Ave. Building



NEW! Full ball bearing Drive Mechanism gives easier pedaling! Crown rear axle turns in ball bearing mounted in true heavy steel cross beam. Ball-bearing housings connect pull straps to rear axles.

Ball-bearing 8-inch Double-disc Wheels with ⅜ inch rubber tires. New heavy-gauge wheel discs enclose double ball-bearing assembly on each wheel.

NEW! Relocated Pedal Hangers give more power with less foot pressure, more leg room. Pedals and front pullstrap connections suspended on easy pivoting hangers from front axle beam. Pedals adjustable for various ages. No dead center . . . constant drive action!

NEW! Deep-drawn heavy-gauge Stamped Steel Bodies. Greater rigidity . . . more detail! Fenders, hoods, body sides all stamped from one piece for greater strength. Radiator and rear deck are drawn steel stampings welded to body.

NEW! Free Steering Mechanism gives easier steering, sharper turning! Heavy stamped steel axle beam has solid steel rod steering knuckle.

$15.29

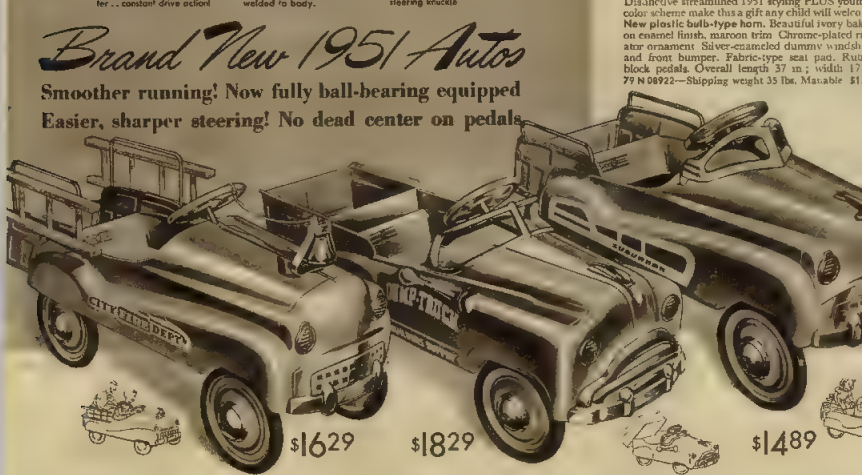
Streamlined Auto with horn

Distinctive streamlined 1951 styling PLUS youth color scheme make this a gift any child will welco **New plastic bulb-type horn.** Beautiful ivory bak on enamel finish, maroon trim. Chrome-plated r ator ornament. Silver-enameled dummy windsh and front bumper. Fabric-type seat pad. Rub block pedals. Overall length 37 in.; width 17 79 N 08922—Shipping weight 35 lbs. Available $1

Brand New 1951 Autos

Smoother running! Now fully ball-bearing equipped

Easier, sharper steering! No dead center on pedals



$16.29 $18.29 $14.89

"Hook and Ladder" with bell

Clang! Clang! Clang! Clear the way! Here comes the City Fire Department speeding down the street. Brand new junior model fire truck has **bright chrome-plated bell . . . steel hand rails . . . two detachable wood ladders.** Body finished in brilliant vermilion baked-on enamel, white trim and Fire Dept. markings. Silver-enameled **grille** and front bumper. Body and undergear of heavy gauge steel. New full ball-bearing construction. Easier steering, easier pedaling, more leg room. Fabric-type seat pad. Rubber block pedals. Overall length 43 in.; width 17 in.

79 N 08921—Shipping weight 32 lbs. Available $16.29

Handy Dump Truck with horn

Plenty of fun and play with this husky dump truck. **Big dump box easily operated from driver's seat.** Tailgate can be raised or lowered. Locking device holds box in carrying position. **New plastic bulb-type horn** to "clear the road." Heavy-gauge steel body and undergear. Body finished in vermilion baked-on enamel. White enameled steering wheel, dummy windshield and markings. Chrome-plated radiator ornament. Silver-enameled front bumper. Red wheels, white flange. Fabric-type seat pad. Rubber block pedals. Overall length 47 in., width 17 in.

79 N 08930—Shipping weight 41 lbs. Available $18.29

Handsome new Station Wagon

What a beauty this handsome station wagon is! J right for carrying bundles when they go on errar Sleek, streamlined, brand new 1951 styling. More room . . . easier pedaling . . . sharper steering. N full ball-bearing construction. Heavy-gauge steel b and undergear. Box and body attractively finished green baked-on enamel with white trim. Chro plated radiator ornament. White enameled dum windshield. **Steel hand rails.** Silver-enameled gri Fabric-type **seat pad.** Rubber block pedals. Ove length 41 inches; width 17 inches.

79 N 08920—Shipping weight 31 lbs. Available $1

All-metal Pedal-drive Tractor

$15.29

"Oh boy! A real tractor just like they use on the farm!" That's what your little "farmer" will say when he sees this pedal-drive tractor. All-metal heavy tubular construction. Engine hood fully enclosed. Bucket-type seat . . . 1½-inch semi-pneumatic tires on all wheels. Pedals as easily as a tricycle . . . yet has the appeal and play value of a real tractor! Has 5-inch double-disc steel front wheel, 10-inch double-disc steel rear wheels. Red baked-on enamel finish. Overall length 37 in.; width 19 in.; height 26 in. Shipping weight 24 pounds.

79N08935-Available $15.29

New 1951 Pedal Auto, priced low!

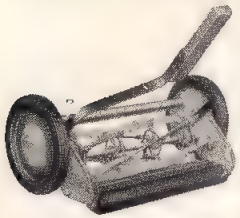
$11.89

An economy version of the pedal autos above. New improved design for easier pedaling, sharper steering, more leg room. Driving mechanism has ball-bearing pull straps and ball-bearing rear-axle hangers. Heavy-gauge steel body and undergear. One-piece body enameled light blue; white trim, steering wheel, dummy windshield; silver-enameled grille. Chrome-plated radiator ornament. Fabric-type seat pad. Rubber block pedals. Eight-inch double-disc wheels with ⅜-inch solid rubber tires. Overall length 36 in., width 17 in. Shpg. wt. 29 lbs.

79N08910-Available $11.89

MNK PAGE 219 . . PEDAL AU

Model 1047-T American Lawn Mowers



16-18 Inch Widths

Perfect cylinder cutting reel with five crucible steel blades. Self adjusting ball bearings. Raised edge tool steel bed knife.

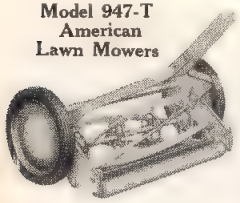
Semi pneumatic tires. Heavy duty rubber covered roller. Spring cap oilers.

Olive green finish with silver trim.

Size, Inches	16	18
Wt., Lbs.	45	47
Each	37.50	40.50

Packed individually.

Model 947-T American Lawn Mowers



16-18 Inch Widths

Five crucible steel blades with self adjusting ball bearing mounted reel. Raised edge tool steel bed knife. Positive ratchet pinions.

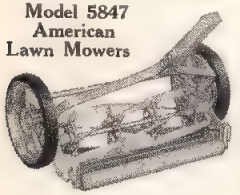
Semi pneumatic rubber tired disc wheels. Sturdy four shoulder locked steel frame. Spring cap oilers.

Light blue finish with silver trim.

Size, Inches	16	18
Wt., Lbs.	44	46
Each	33.50	36.50

Packed individually.

Model 5847 American Lawn Mowers



16 Inch Width

Five crucible steel blades mounted on self adjusting ball bearing reel. Tool steel, raised edge bed knife

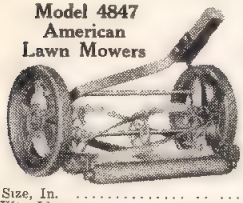
Rubber tired, 10 inch steel spoke wheels. Heavy duty four shoulder lock ed steel frame. Spring cap oilers.

Finish in olive green and gold. Wt., 41 lbs.

Model **5847** Lawn Mowers.....Each **25.50**

Packed individually.

Model 4847 American Lawn Mowers



14-16 In. Widths

Four crucible steel blades with self adjusting ball bearings. Ball bearing mounted reel. Bed knife of tool steel with raised edge.

Sturdy four shoulder locked frame. Finished in Gold with light blue trim.

Size, In.	14	16
Wt., Lbs	38	40
Each	23.50	24.50

Packed individually.

Pennsylvania Great American Mowers

17 Inch Width

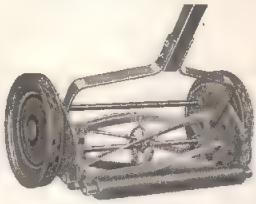
Five high carbon steel blades, oil hardened and tempered. Self aligning ball bearings. Internal pinion wheel gears.

Bed knife of chrome steel with lipped cutting edge. Set screw adjustment for cutting depth. Rubber tired 10 inch wheels with closed hubs. Shipping weight, 52 pounds.

Great American Lawn Mowers.....Each **47.30**

Packed individually.

Pennsylvania Junior Lawn Mowers



17 Inch Width

Five high carbon steel blades, tempered and hardened. Self aligning ball bearings. Three gear wheel drive.

Set screw adjustment for cutting depth. Chrome steel cutting knife, with self sharpening action. Ten inch. rubber tired spoke wheels with dirt proof wheel shields on hub. Shipping weight, 69 lbs.

Pennsylvania Junior Lawn Mowers.....Each **59.00**

Packed individually.

No. **39** Wood Lawnmower Handles, Complete, Wgt., 2½ lbs. .....Each **2.60**

Model E-17 Clemson Lawn Mowers

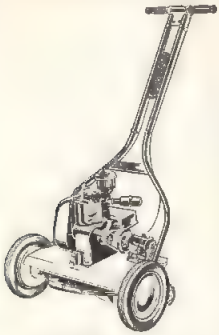
17-Inch Cut

Lightweight, sturdy construction, with easily adjustable reel to insure proper cutting adjustment. Adjusting pins regulate depth of cut from ¼ to 2 inches.

Heavy rubber tires and fully enclosed steel wheel hubs eliminate danger of clogging and dirt encrusted wheel mechanism. Three piece plastic roller with each section moving individually prevents scuffing and marring of lawn. Handy clippers bracket in handle.

Individually packed in heavy duty moisture proof double duty storage box. Container can be used for winter storage of mower. Wt., 35 lbs. complete.

Model **E-17** Clemson Lawn Mowers.....Each **44.00**



Homko Power Lawn Mowers

Gasoline powered, rigid all steel construction with large semi-pneumatic rubber tires mounted disc wheels. Sectional rollers rolls lawn lightly and smoothly and prevents marring and tearing of sod.

Large capacity fuel tank for continuous operation over large areas of lawn. Fingertip control of throttle and clutch allows operator to maintain full control of mower at all times. Precision Oilite and ball bearings throughout.

Bed knife is of oil hardened chrome molybdenum steel. Reel blades of chrome nickel hardened steel, with reinforced heavy duty cutting bar. Rocker type belt driven clutch with chain drive to reel and wheels.

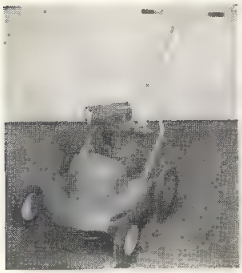
Handle may be locked in desired position or allowed to swing free and avoid rocking of operator while mower is in operation. Special Griptrol control unit placed within easy reach of operator.

Both gasoline powered models driven by easy starting 4 cycle air cooled gasoline engine burning standard type gasoline for fuel. Finished in attractive two tone style. Available in two models.

Model No.	LP-201	LP-400
Blade Width, Inches	20	24
Motor HP	¾	1½
Wt., Lbs.	117	129
Each	187.50	239.00

Model RT Power Lawn Mowers

Rotary or Whip Type



The ideal mower for large or small areas around the home, farm, park, cemeteries, etc. Designed to give the purchaser a rotary mower which would be safe, sturdy and simple with emphasis on eye appeal and ease of operation. Four wheel suspension gives smoother cut and easier operation on terraces and uneven ground. Engine easily removable for use on other applications. Four cycle engine, automatic governor with throttle, adjustable handle, sealed bearings on drive, only oil necessary is in the crankcase of the engine and an occasional drop on the wheel. The automatic clutch permits starting of the engine without the load of the blade and takes up the wear or stretch of the belt without moving the engine. Width of cut, 18 inches, height of cut 1½ to 3½ inches.

Model	RT-10*	RT-15*	RT-20**	RT-25**
Rated Horsepower	1.2	1.2	2.0	2.0
Weight, Lbs.	75	75	75	75
Each	141.76	152.26	156.76	171.00

*Standard Clutch **Automatic Clutch

Lawn Mower Rubber Tires

Slip-On Type

For replacement and conversion use. Compounded rubber with waffle tread.

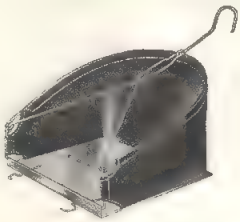
Ample allowance for expansion to allow for permanent adhesion.

For 10 inch O.D. wheels. Wt., 25 lbs. per carton.

Lawn Mower Rubber Tires.....per Pair **1.50**

Packed 25 pair in a carton.

Canvas Kid Grass Catchers



Power Mower Types

No. **PR-243-1S**—Sturdy Wire Frame, Aluminum Bottom. For Power Mowers from 17 to 23 inches wide. Catcher size 15 in. deep, 22 in. wide. Rounded back with either solid color striped sides. Wt., 45 lbs. per dozen .....per Doz. **61.00**

No. **PR243-2S**—Same as above only for Power Mowers 24 to 29 inches wide. Catcher size 19½x28 inches Wt., 59 lbs. per doz.....per Doz. **78.00**

Hand Mower Types

No. **HS-222-S** Sturdy wire frame, built in spring hooks. Square Back white duck sides, aluminum bottom. For mowers 12 to 18 inches wide. Wt. per doz., 25 lbs. .....per Doz. **38.40**

No. **HS-231**—Sturdy wire frame, aluminum bottom, square back and with two non-slip hooks. Complete with carrying handle. Canvas in gay stripes or solid colors. Wt. per dozen, 25 lbs.....per Doz. **36.00**

No. **HS221**—Same as above only with white duck sides and back .....per Doz. **32.00**

No. **HS-111**—Square back, white canvas or drill sides. Aluminum bottom, sturdy wire frame. For mowers from 12 to 18 inches wide. Wt., 21 lbs. per dozen .....per Doz. **29.00**

Six per carton.

Lawn Mower Repair Parts

We can furnish repairs for American, Pennsylvania and Clemson lawnmowers. When ordering specify the part required, the name and style of lawnmower, the part number indicated on the casting. The terms "Right" and "Left" refer to your position when operating the lawnmower.

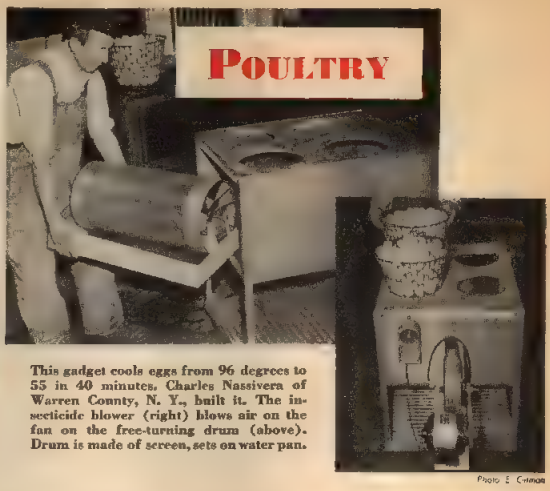
Pick the Thoroughbred of Pipe Tobaccos

LOOK FOR THE RED-COATED RIDER ON THE KENTUCKY THOROUGHBRED

You'll never know how satisfying a pipe can be until you light up with Kentucky Club. It's so smooth and mild—has such a grand taste and aroma. Choice white Burley—blended as only Kentucky Club experts know how—make it the thoroughbred of pipe tobaccos. Buy a tin today.

Produced by the Makers of Famous
MAIL POUCH TOBACCO
Wheeling, West Virginia

POULTRY



This gadget cools eggs from 96 degrees to 55 in 40 minutes. Charles Nassivera of Warren County, N. Y., built it. The insecticide blower (right) blows air on the fan on the free-turning drum (above). Drum is made of screen, sets on water pan.

Photo: E. Cannon

There's Money in Cooling Eggs

Keep 'em away from heat and you can make 4¢ a dozen more; here are ways to do it

IF YOU'VE got just 200 average hens, some kind of an egg cooler can make you as much as $10 a month this summer. That's figured on the basis of 50% production, and an extra 4¢ a dozen for better-quality eggs. And it's easy money.

There are lots of ways you can keep your eggs cool. You can cool them with a gadget like the one Charles Nassivera made, which is shown in the pictures at the top of the column.

He runs his cooler with a ¼ hp. electric motor. That screen-covered drum in the top picture is 12 inches in diameter and 25" long, and the water pan is 20"x28".

When the machine is operating, Nassivera closes the back with a plywood panel, so all the moist air circulates around the eggs. The deeper the water in the pan, the slower the drum revolves.

If you have a good, cool cellar, a pipe rack like the one Ben Meirowitz of Massachusetts built (lower right) helps cool your eggs quickly.

What it takes for successful cooling is low temperature, high humidity (to keep the eggs from drying out) and good air circulation. Using wire baskets helps the air get to the eggs in the

Kansas State College offers plans for an "egg cave" you can build. Kansas poultrymen have maintained temperatures in the cave 18 degrees lower than outside in mid-summer, and maintained a constant 40 degree temperature in the cave through the coldest winter weather. Humidity inside the cave also averaged about twice as high as outside on hot days. Write to Extension Engineering Department, Kansas State College, Manhattan, Kansas, if you want plans.

You can make a rack like this with 1" threaded pipe. Mount it 8" from the wall to give baskets plenty of clear-

Another Alexander Shephard Design!

TOY CHEST on WHEELS

★ *Sturdy Construction!* ★ *Hinged Lid!*
★ *NYC or Santa Fe!* ★ *Popularly Priced!*

A proven SELLER! Children learn while they play! Room-to-room pick-up of toys can be fun! Smooth, quiet, rubber-tired wheels. Inside measurement—approx. 25"x15"x15½".

SEE IT DISPLAYED AT THE TOY SHOW
HOTEL NEW YORKER, ROOM 918

A. M. SHEPHARD COMPANY
15017 DETROIT AVE. CLEVELAND 7, OHIO

See the 1950 BARR Line at the New York TOY FAIR

To Be On Display:

HOTEL NEW YORKER

ROOMS: 504-505-506

AND OUR PERMANENT NEW YORK SHOWROOM:

373 METROPOLITAN TOWER
1 MADISON AVENUE

THE BARR RUBBER PRODUCTS

SANDUSKY, OHIO

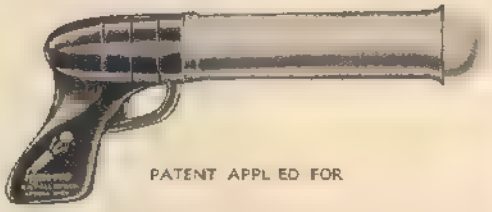
FOR TOYS MAKE THE FIFTH AVENUE BUILDING YOUR FIRST STOP!

FOR SHOWROOMS OF OVER 300 LEADING TOY MANUFACTURERS

The Toy Center

200 FIFTH AVE. at 23rd STREET & BROADWAY

PISTOL POP



PATENT APPL ED FOR

This sensational pistol shoots table tennis balls with the same velocity and the same loud POP as our rifle size Bazooka. Our exclusive method of ball retention available in no other gun of this size, makes this result possible. Plastic hand grip of brilliant red gives this gun unequalled beauty and eye appeal.

Retails for 98c each

The New Gun for the New Generation

MANUFACTURED BY

C. A. HALL MANUFACTURING CO.

LOWELL, MICHIGAN

See the PISTOL POP and two other sensational new models in Room 669, McAlpin Hotel, at the Toy Fair. Write us for information.

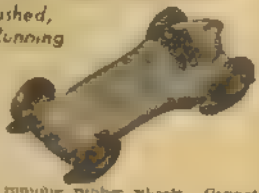
U. S. Army M-10 Jeep Kit

Here's the last word in a easy-to-build model that is really authentic—clever—universally admired. Like its prototype, this Jeep, [illegible] parts and detailed printed parts in color. Also five finished scale wheels, glue, paint etc. Construction is made easy and clear with full size plans and step-by-step illustrations. The finished model has an overall length of [illegible] inches. Authentic to scale [illegible] to the foot.

No. 7583. U. S. ARMY JEEP KIT.
Each Postpaid..... 35c

Aluminum Cast Racer

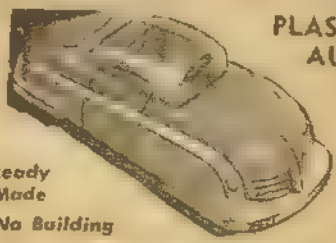
Highly Polished, Smooth Running



Looks very similar to the expensive, specially constructed motor-driven model racer that sells for several times as much. Heavy single unbreakable casting. Free running rubber wheels. Cannot rust. Trim, sleek lines. All aluminum car with burnished or anodized finishes. Has no sharp edges. About 5-in. long; 3¼ in. wide, 2¼ in. high with 1⅛-in. rubber wheels. A smooth operating model completely finished and ready to run

No. 6941 Aluminum Cast Racer.
Price Postpaid..... $2.50

PLASTIC AUTO



Ready Made

No Building

These mak[illegible]

No. 3353. PLASTIC AUTO.
Price Each, Postpaid 15c

Learn to Build Model Rocket Cars, Planes & Boats

Easy-to-Build Rocket Motors

A 32 page booklet entitled "HOW TO BUILD ROCKET SHIPS." A non-technical book dealing with rocket ships of the future. Gives some very interesting information on Rockets for transportation, War and the Rockets, Space Ships, Rocket Planes and Cars and Rocket Boats. Step into the future with a fast, powerful model Rocket Ship. Learn to build a real flying model of your own. Be the first in your neighborhood to build and construct one. The Rockets themselves can be built from inexpensive materials readily obtainable, either through your druggist or a chemical supply company. Illustrated.

No. 1257 How to Build Rocket Ships. Price Postpaid..... 15c

Ready Built, Fast Traveling

Tornado Racer

Roars and Goes Like a Real Racer

REAL MOTOR [illegible] REAR OF A [illegible]

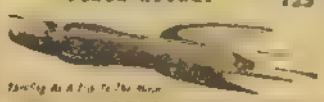
Goes 15 Miles Per Hour!

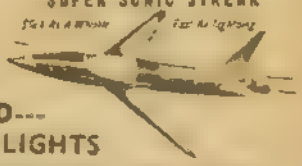
[illegible] HOT AIR ETTE [illegible]

No. 8774 Tornado Racer. Price $5.25

BUILD the Thrilling New Bee-Line Jets

FLASH ROCKET 125 Miles Per Hour!!





SUPER SONIC STREAK

THRILLING SPEED--- LONG RANGE FLIGHTS

New Super Fast CO2 Propelled Racing Models

[illegible] BEE LINE JETS [illegible]

[illegible] up to 1,000 feet! You'll find them easy to build with these [illegible] and dependable. Nothing to compare with them for REAL SPEED

No. 8767 FLASH ROCKET KIT Price Postpaid 55c
No. 8771 SUPER SONIC STREAK KIT Price Postpaid
No. 8769 CO2 FT UNITS 3 for 30 Each Only
No. 8770 CONTROL LINE WIRE. 200-ft. Per Roll Postpaid

Jet Propelled! SPEED BOAT

Actually sounds like a real speedboat!

Steam Boiler Speeds It Along!!

Extra Fuel Supply Included at no Extra Cost

All Metal! No Moving Parts

Lots of fun with this fascinating steam boat. Watch it steam around under its own power. Listen to the steady roar of its mighty engine — sounds just like a real speedboat. Inside this boat is a small boiler. Under the boiler is inserted heat tablet or candle. As the water in boiler boils, the steam exhaust propels the boat along at fast rate. The steam engine action makes a steady roar. One of the slickest steam cars at an amazingly low price. Will provide fun for years as there are no moving parts to wear or get out of order. All metal construction. Brilliantly colored. Get several and have races. About 7 inches long.

No. 3409. STEAM DRIVEN SPEED BOAT. Price Postpaid **$1.00**

No. 3411. CONCENTRATED HEAT TABLETS. Package. Postpaid 30c

Mystery Speedboat

Runs on Jet Propulsion Supplied by Baking Soda from Kitchen

Through jet propulsion this boat speeds swiftly over the water. There is NO MOTOR. RUNS on baking soda found in any grocery or kitchen. Cheap power. Runs for hours for a few cents. NO MOVING PARTS. ZIPS ALONG FAST UNDER ITS OWN POWER. On lakes, ponds or in the bathtub, it never fails to produce plenty of real thrills. Beautifully made of plastic in gay, bright colors. Very durable. Streamline design. Overall length is 7 inches, 2½ inches wide. Comes ready for use.

A SPEEDBOAT WITH ***ACTION***

No. 3394. Jet Queen Speed Boat. Price Postpaid **59c**

BUILD THESE BEAUTIFUL BOAT MODELS

Streamline Cabin Cruiser

Beautiful modern stock design—ship of the future yet it's easy to build! Sleek superb appearance. About 12-in. long. Complete kit of parts. It's a snappy model if there ever was one.

No. 7005. Price Postpaid **79c**

Spanish Galleon

The famous ship from Stevenson's novel "Treasure Island." A model of the fine old sailing ship over a foot long. Lots of pieces in kit.

No. 7003. Postpaid **79c**

QUEEN MARY

Another accurate model of [illegible] complete kit of parts. **No. 7438** **79c**

U. S. BATTLESHIP

Boys build this [illegible] modern battleship of the heavy cruiser type. Authentic detail. Complete [illegible] to the smallest [illegible] Play [illegible] to outwit Sam's [illegible] by building this [illegible]

No. 7003 Price Postpaid **79c**

Schooner Yacht

This is a model of an 80 foot sea going schooner, the type used for pleasure cruising [illegible] this schooner. Kit includes [illegible] and carved hulls, printed [illegible] decals, etc.

No. 7416. Price Postpaid **45c**

NAVY DESTROYER

Model of U.S. Destroyer, [illegible] vessel [illegible] Authentic detail. Complete [illegible] Play [illegible] to outwit Sam's [illegible] by building this [illegible]

No. 7003A4 Postpaid **19c**

SPECIAL NOTE When ordering be sure to give name of article as well as the stock number.

PONY BOY
Cowboy Outfits

Pony Boy Outfits are famous throughout the toy world. Children love the colorful, bold western detail of them. They are "best sellers." Each outfit comes in brightly colored box as shown.

Genuine Leather Single Holster and Belt Set Holster 9½" approx. Belt 1" approx. Decorated in 2 contrasting colors. Complete with cast metal 7-inch Rodeo single shot gun. Individually boxed.

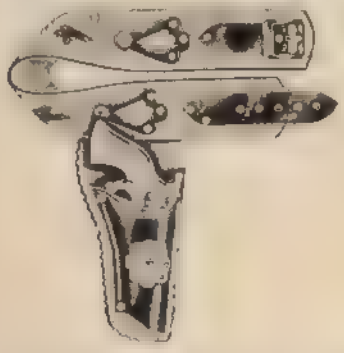
No. 22N233. Per dozen 11.76

Genuine Leather Holster and Belt Set Holster 12" approx. Belt 1" approx. Russet decorated with two contrasting colors with cast metal Texan Jr. 8-inch Repeater Gun. Individually boxed.

No. 22N234. Per dozen 16.00

Genuine Leather Holster and Belt Set Contrasting leather trim, jewels and nailheads. Holster 12" approx. Belt 1" approx. Hammered buckle. Holster of grain leather complete with cast metal Texan Jr. 8-inch Repeater Gun. Individually boxed.

No. 22N235. Per dozen... 26.00



Genuine Leather Single Holster and Belt Set with Texan, Jr. Repeater Gun. Attractively studded with jewels and nailheads. Holster 10½" approx., Belt 2" approx. with Western buckle, loop and tip with red trim. Extra jeweled and embossed cross-strap for down leather. Individually boxed.

No. 22N236. Per dozen 39.00

Selected Top Grain Cowhide Single Holster and Belt Set with Texan Gun. Leather trimmed, richly tooled, embossed and attractively studded with jewels and nailheads. Holster 11" approx., Belt 3" with Western buckle, loop and tip. Extra jeweled and embossed cross-strap. Individually boxed.

No. 22N237. Each... ..... 4.25

Genuine Leather Double Holster and Belt Set. Holster 12" approx., Belt 1" approx. Decorated in 2 contrasting colors. Complete with cast metal Texan, Jr. 8-inch Repeater Guns. Individually boxed.

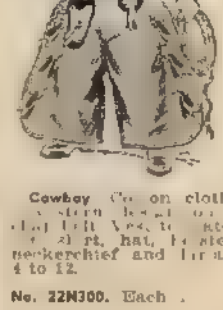
No. 22N238. Per dozen sets..... 39.00

Genuine Leather Double Holster and Belt Set Contrasting leather trim, jewels and nailheads. Holster 12" approx., Belt 1" approx. Hammered buckle. Holster of top grain leather, complete with cast metal Texan, Jr., 8-inch Repeater Guns. Individually boxed.

No. 22N239. Each Set..... 3.85

Cowboy—Cotton cloth pants with plastic belt, metal and cutout decorations. Vest to match. Cotton shirt, hat, holster, gun, neckerchief and lariat. Sizes 4 to 12.

No. 22N299. Each 3.25



Cowboy—Cotton cloth pants with western detail on front, plastic belt. Vest to match. Cotton shirt, hat, holster, gun, neckerchief and lariat. Sizes 4 to 12.

No. 22N300. Each . . 4.00

Cowboy—Suede and cotton cloth pants—metal and cutout decorations chap belt. Vest to match. Cotton shirt, hat, holster, gun, neckerchief and lariat. Sizes 4 to 12.

No. 22N301. Each.... 4.85

Indian—Cotton cloth jacket—Indian design on front, fancy fringe. Pants with fringe on sides. Headdress with colored feathers. Sizes 4 to 12.

No. 22N302. Each.. . . . 2.45

Soldier. Coat of good quality khaki twill—"Cross Gun" trim ornaments on lapels. Embroidered red, white and blue service bar. Yellow braid on cuffs. Officer's cap with eagle ornament. Cartridge belt. Even sizes 8 to 14.

No. 22N252. Each..... 2.00

Jr. WAC. Coat and skirt of good quality khaki cotton cloth. Embroidered red, white and blue" service bar. Eagle design ornaments on sleeves. Yellow braid on cuffs. Jr. Wac' hat with Eagle" ornament. Self-belt with buckle. Even sizes 8 to 14.

No. 22N251. Each..... 1.75

VELOCIPEDES AND ENGLISH TRIKES

SPECIAL PURCHASE **SPECIAL VALUE**

WHILE STOCK LASTS

25% OFF REGULAR WHOLESALE PRICE

REGULARLY $10.20
NOW ONLY $7.65
20 INCH VELOCIPEDE

Velocipede 1" solid rubber tires. FINISH—[illegible] platform Vermilion [illegible] and striping in white. CONSTRUCTION [illegible] Large round head with [illegible] caps Attractively stamped [illegible] gauge steel New style [illegible] type fender Black enamel [illegible] Molded rubber top saddle with springs. Heavy machine spoke type wheels Packed one to carton.

No.	Size Front Wheel	Size Rear Wheel	Each
83N340	20 inch	12 inch	7.65

Velocipede. Construction: Frame 1¾" Tubular cold rolled steel. Head Large round with plated caps. Platform Attractively stamped of heavy gauge steel. Fender New style rolled type [illegible] Handlebar ¾" single Adjustable enameled white. Saddle Molded rubber type. Wheels Heavy machine spoke, front 10", rear 6". FINISH Frame, fork, fender, platform, Vermilion baked enamel. Handlebar white.

No. 83N335. Each. . 6.00

Velocipede [illegible] solid rubber tires. FINISH—frame, fork, fender, platform, Vermilion baked enamel Panelling and striping in white CONSTRUCTION [illegible] Frame cold rolled steel Large round head with chrome plated caps Attractively stamped platform of heavy gauge steel New style rolled type fender Black enamel [illegible] with plated caps ¾" single Adjustable stamped white Ball bearing Molded rubber saddle with springs Heavy machine spoke type wheels Packed one to carton.

No.	Size Front Wheel	Size Rear Wheel	Each
83N338	12 inch	8 inch	8 20
83N339	16 inch	10 inch	9.30

Velocipede CONSTRUCTION Frame 1¾" tubular cold rolled steel. HEAD Large round with chrome plated caps. PLATFORM Attractively stamped of heavy gauge steel FENDER New style rolled type SADDLE Molded rubber top with springs. WHEELS Full ball bearing [illegible] TIRES [illegible] semi-pneumatic front and rear HANDLEBAR Drop [illegible] adjustable 3 positions FINISH Blue with [illegible] TRUSS RODS Chrome plated BELL Velo type [illegible]

No.	Size Front Wheel	Size Rear Wheel	Each
83N368	12 inch	8 inch	12.86
83N369	16 inch	10 inch	14.35.
83N370	20 inch	12 inch	15.80

Velocipede CONSTRUCTION—Frame 1¾" tubular cold rolled steel. HEAD Large round with chrome plated caps. PLATFORM Attractively stamped of heavy gauge steel FENDER New style rolled type HANDLEBAR Drop, double adjustable, chrome plated. SADDLE Molded rubber top with springs and [illegible] ornaments PEDALS Ball bearing bicycle type TIRES Semi-pneumatic front and rear BELL Velo type plated TRUSS RODS Chrome plated FINISH Maroon, gold [illegible] with white trim.

No.	Size Front Wheel	Size Rear Wheel	Each
83N371	12 inch	8 inch	15.95
83N372	16 inch	10 inch	17.40
83N373	20 inch	12 inch	18 85

16" front, 14" rear. Tires: 1¾ inch extended

Three Wheel Chain Driven Tricycles. [illegible] Frame: 1¾" tubular cold rolled steel. Platform: Attractively stamped of heavy gauge steel. Fender: New style rolled type Chain guard Steel attractively [illegible] both sides enclosed Pedals: Bicycle type. Ball bearing Handlebar ¾" tubular white enamel [illegible] Molded rubber top with springs. Full Ball Bearing Wheels: Heavy Machine spoke;

Three Wheel Chain Driven Tricycles [illegible] Frame: 1¾" tubular cold rolled steel. Platform Attractively stamped of heavy gauge steel. Fender New style rolled type. Chain guard steel attractively [illegible] both sides enclosed Pedals: bicycle type Handle Bar ¾" double adjustable chrome plated. Saddle Molded [illegible] with springs and chrome ornaments Bell velocipede type plated. Wheels Tangent spoke, 16" front, 14" rear. Tires: Semi-pneumatic; 1¾ inch. FINISH Frame, fork, fender, platform and chain guard in maroon baked enamel, panelling in gold perlesk. PACKING One per carton—shipping weight 39 lbs.

No. 83N366. Each. . . . . 19 00 No. 83N367. Each. 24.50

Pony Boy

GENUINE LEATHER

PISTOL AND HOLSTER SETS

World's Finest Jewel Holster Set

Unmatched in real elegance! You've probably never seen a holster set that comes even close in ornaments, design as this PONY BOY PISTOL and HOLSTER SET. Holster has white top grain cowhide back with silvery white embossed interlocking weave-style pocket. About 9 in. long. Elaborately decorated with sparkling jewels, nickel studs and rivets. Belt is white top grain cowhide with matching embossed leather trim. About 1½ wide. Exclusively designed with sparkling jewels surrounded by nickel studs and rivets. Has arm much engraved nickel finish buckle, tip and loop. Complete with pistol, photographed gift box. In stock. TEXAS PISTOL AND HOLSTER SET. Price Postpaid **$8.50**

—Genuine Holster
—Texas Sr.
—10½-in. Long
—Nickel Finish
—Plastic Ivory Handles
—Engraved Barrel
—Looks cool

Round-Up Holster and Belt

HOLSTER ONLY BUY GUN SEPARATELY—Tooled open section large 2½-in. leather holster and 1-in. wide belt, tooled design with nickel studs and jewels. Genuine leather is handsome, recolored to give remarkable appearance that is knockout. Can be used for any toy style gun. GUN NOT SUPPLIED. No. 4118. Round Up Holster & Belt. Price Postpaid **$3.95**

Belt and Holster Set

(Right). Gun not supplied. Large 11-in cherry red genuine leather holster and belt with nickel studs and jewels. Design recolored. Gun not supplied — order separately. No. 4116. Belt and Holster Set. Price Postpaid **$1.49**

Florentine CHESS SET

Simulated Wood Carved Chessmen—

So beautiful, so amazingly detailed they defy comparison with 12th Century hand carved ivories selling $200.00. Must be seen to be appreciated. Large 1½-in king is 4¼-in. high; pawns, 3¼ in. Even pawns are detailed carvings of men with battle dress and shield. Beginners will take to chess. Every game a battle between opposing armies to capture the men and king. Easy to play yet every game gets more interesting. Set includes 32 men in ebony black and ivory white plastic, composed of box cardboard measuring 6x 2x1¾ in. complete with folding board plus detailed book of instructions. No. 7306. Kingsway Florentine Chess Set. Complete **$4.50**

Pool Tables

Completely equipped—gift buys for family fun!

13.79 up

40-in. size

Streamlined, completely equipped home-size pool tables! Whatever extra room you have available—there's an Aldens pool table to fit! Check sizes below. Smooth, mellow finish wood frame, legs. Live rubber cushions provide correct angles. Non-warp surface speeds shots absolutely straight. All tables have reinforced surface covered in Green felt, except smallest model. No. 35 Y 6800F which has flocked surface. Scientifically placed markers for gauging angles. Automatic ball returns at end. Leg levelers permit use on any floor surface. With rack, rules. 16 numbered balls, cue ball cues. Check sizes below. Smallest model mailable, others shipped by freight or express from Chicago.

Catalog Number	Length	Width	Height	Base Surface	Cue Length	Shipg. Wt.	Depos. Pay	Price
35 Y 6800F	40 in.	21¼ in.	29½ in.	34×17 in.	35 in.	75 lb.	1.00	13.79
35 Y 6801B	44½ in.	23¾ in.	29½ in.	38×19 in.	36 in.	90 lb.	1.50	16.95
35 Y 6802B	48½ in.	25¾ in.	29½ in.	42×21 in.	38 in.	120 lb.	2.00	21.95
35 Y 6803B	56 in.	29¾ in.	30 in.	50×25 in.	42 in.	160 lb.	4.00	39.95
35 Y 6804B	66 in.	34½ in.	31 in.	58×29 in.	46 in.	157 lb.	6.00	54.95

Santa says: Stuff stockings full without breaking budget rules, use Aldens easy credit!

AT LEFT: Skillful playing means home-runs, touchdowns with Aldens electric games!

ELECTRIC BASEBALL—MOVING BASE RUNNERS! 5.49

1. Now! All the thrills and excitement of a baseball game in your own living room! You hit the magnetized "ball," base-runner moves magically toward first while opposing team fields and attempts throw to first before your runner touches up. Baseball rules apply—you hit-and-run, steal or you strike out and walk in this competitive game! Metal field: 26x15¼-in. Complete with cord and plug. 110 volt, AC U L. approved. Aldens guarantees fun galore!
35 Y 6808E—Shipping weight 5 pounds 5.49

TRU-ACTION ELECTRIC FOOTBALL GAME 5.49

2. Provides thrills of the real game! Players move up, down, field, through center—tackle, block. Ball is actually kicked, passed, run from any line formation! Lithographed metal field is 26x15¼-in. Includes 22 players, 1 kicker and passer, 2 goals, 3 felt footballs, letters, rules. Underwriter's Lab, Inc. approved. With cord and plug. Use 110 volt, AC An exceptional gift for year 'round entertainment! For most Christmas savings, order all gifts from Aldens!
35 Y 6809E—Shipping weight 5 pounds 5.49

AT LEFT: Exciting games for all the family—use Aldens easy credit, see page 115

TABLE POOL—SET UP ON ANY TABLE! 1.98 up

3. Sponge rubber cushions. Non-warp fiber surface. Green flocked. Heavy steel frame, legs. Automatic ball return. Two 18-in. waxed cues, cue ball, 15 colored balls, triangle.
35 Y 6813—Size 19½x12x2⅝-in. Ship. wt. 3 lb. 4 oz. . . . 1.98
AS ABOVE except natural finish hardwood frame. Larger sizes, sturdy construction. Two 24-in. cues, cue ball, 15 numbered balls, steel triangle. Entertaining!
35 Y 6810E—Size 24x17x3½-in. Ship. wt. 8 lb. 3.98
35 Y 6811E—Size 30x17x4-in. 30-in. cues. Ship. wt. 10 lb. 4.98

EXCITING CROW SHOOT TARGET GAME 1.29

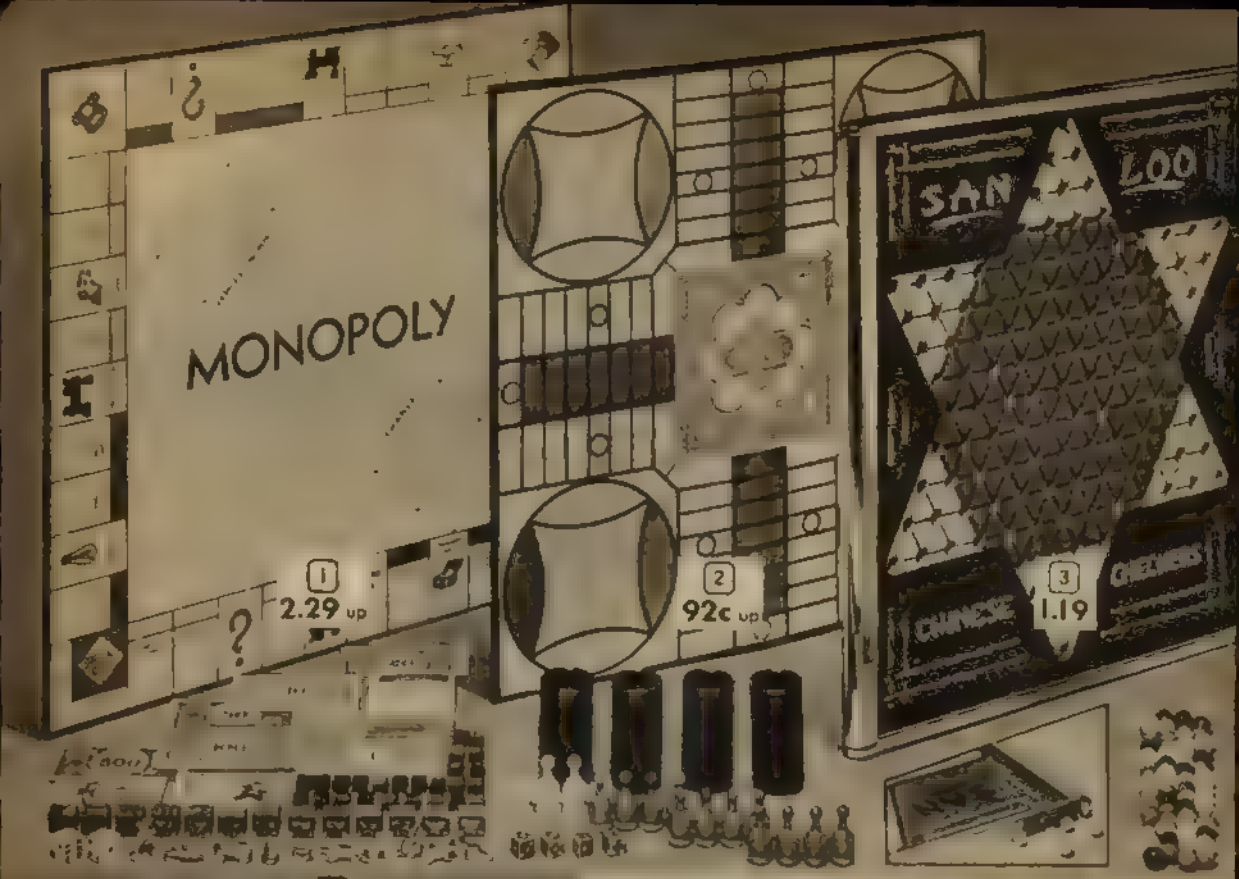
4. One of Aldens most popular competition games—everyone enjoys trying his luck! Five realistic plastic crows perch on steel bar of wooden fence—test is in seeing how many each player can knock off! Perfectly safe even for infants. 13½-inch break-action metal popgun shoots harmless cork bullets with amazing accuracy. Set includes: 5 crows, 8 bullets, gun and wire fence target. Thrill-packed set comes attractively boxed. Order at this tiny price now!
35 Y 6804—Shipping weight 1 pound 8 ounces 1.29

BAS-KET—MINIATURE BASKETBALL! 3.29

5. Fun for 1 to 6 players! Mechanically controlled steel levers toss ball in baskets from any position on court. Revolving wheel scoreboards. Cardboard playing court, 20x12x15-in. Baskets, 2¼-in. Ping pong ball, 1½-in. diameter. Same rules and scoring as real game. Thrills at a saving price!
35 Y 6903E—Instructions. Ship. wt. ¾ lb. 3.29

PORTABLE BOWLING ALLEY—FUN FOR ALL! 3.49

6. Real action thrills! Masonite alley 52-in. long, with grooved side frames to return played balls, a trough for felled pins. Frames and legs are of reinforced hardwood. Includes 10 wood pins, 2 balls, instructions, score cards. Overall size 52x10⅜x23-in. high
35 Y 6807E—Shipping weight 10 lb. 3.49



Hours of Family fun

MONOPOLY 2.29 up

1. Buy, rent, sell 12 hotels, 32 houses, railroads. 19 ½-in. square board, tokens, dice, money, cards and instructions. For 8 yr., older.
REGULAR for 2-7 players.
35 Y 6900 . . . . . 2.29
Ship. wt. 2 lb. 6 oz.
DELUXE for 2-10 players.
35 Y 6901 . . . . . 2.98
Ship. wt. 4 lb. 4 oz.

PARCHEESI 92c up

2. Year-round fun for all! Move men, storm blockades. Player with all men home first wins! 4 dice, 2 dice cups, 16 "men," illustrated folding boards. (Deluxe has better equipment.)
REGULAR. 15 ½-in. board.
35Y6908—Wt. 1 lb. 8 oz. 92c
DELUXE. 18 ½-in. board
35Y6909—Wt. 2 lb. 2 oz. 1.79

CHECKERS 1.19

3. Up to 8 can play! Reversible 19x17-in. warp-proof board. Chinese checkers on 1 side, checkers, other. Wood frame. 60 marbles incl.
35Y6902E—Ship. wt. 4 lb. 1.19

UNCLE WIGGILY 83c

4. 2 to 4 children play! Game is to get Uncle Wiggily to Doc Possum. Moves decided by cards. 16-in. board, 140 cards, 4 pawns, rules
35Y6906—Wt. 1 lb. 8 oz. 83c

MEET THE PRESIDENTS! EDUCATIONAL FUN! 2.95

5. Makes teaching and learning American presidential history fun! For everyone from 8 years up. 2, 3, or 4 can play. Includes: 32 golden presidential coins in Blue coin holder. U. S. map divided into 4 colored sections; giant 128 historical question and answer spinner. Object of game: to be the first player to get 8 presidents into White House!
35 Y 6915 Shipping weight 2 pounds 8 ounces. 2.95

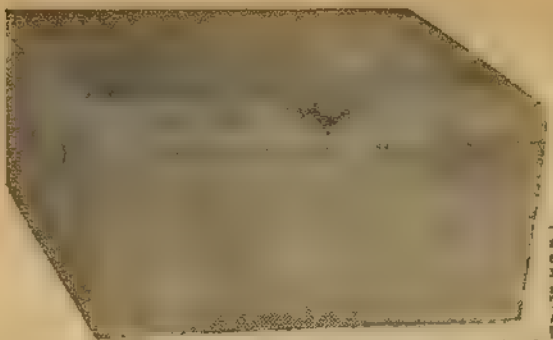
NEWEST CANASTA 1.98

6. Revolving plastic tray for easy pick up! 2 ¼-in. high, asst. colors. 2 decks cards.
35Y6916—Wt. 1 lb. 2 oz. 1.98

REG. CANASTA 1.98

7. Marbleized plastic tray 1 ¼-in. high in asst. colors. With 2 decks of cards. Fun.
35Y6917—Ship. wt. 1 lb. 1.98

Buy games on Aldens easy credit—see pg. 115



Heavy Steel Valuables and Security Boxes

—Safety from Thieves
—Safety from Fire
—Safety from Snoopers

Keep your valuables in a safe place—away from petty thieves, prying eyes and fire hazards. Most of us have possessions which should be kept private, not only as a safeguard against robbery and fires, but also from snooping friends. The **STEEL SECURITY or VALUABLES BOX** should be in every home in America.

Money, bonds, stocks, contracts, policies, records, letters, jewelry, original documents, rare stamps and coins and many other valuables can be kept with greater safety in this fire-resistant, electrically welded steel security box. Who knows when thieves or robbers will strike?

CAN BE MADE PERMANENT BY BOLTING TO FLOOR, CEMENTING IN PLACE, BUILDING IN WALL, ETC.

A large box that is built for safe-keeping of your valuables. Big 16 inches long by 12-inches wide and 8-inches deep. Enough room for the needs of the average family! Excellent for office, shop or home. Don't keep [illegible] and [illegible]. Protect yourself in peace of mind alone. BE ON THE SAFE SIDE. Rugged construction, extra heavy steel. Has grade key-type combination lock. Grey crinkle finish. Don't wait until it is too late—get protection NOW.

No. 6481. LARGE VALUABLES and SECURITY BOX Described above. Postpaid..... **$13.50**

No. 6482. REGULAR SECURITY BOX 12½x10x5½-in. Same high grade steel but with disc tumbler lock and 2 keys. Price Postpaid..... **$11.00**

Cash & Valuables Box

Keeps Things Safe!

America's most popular safe boxes for home and office. For bonds, insurance policies, jewelry, cash & personal valuables. Made of heavy gauge steel, electrically welded. Fitted with nickel plated lock, two keys and convenient carrying handle.

No. 6477. CASH BOX. Size 11¼x6½x3½-in. deep. Without cash tray. Red enamel. Postpaid..... **$1.95**

Cash Box With Change Tray

No. 6478. CASH BOX WITH CHANGE TRAY. Same as above with removable change tray; tray has handy scoops, fits into open cover when open, as illustrated. Has [illegible] space for bill and coin rolls. Price Postpaid..... **$3.95**

Personal Drawer Safe

For Home or Office

Personal BANKER." Perfect answer to problem of keeping valuables safe at home or in office. Can be securely screwed or bolted to inside of desk or drawer. For confidential papers, jewelry, cash, securities, stamps, etc. Gauge electrically welded steel with polychromic enamel finish. 12-in. long, 9½-in. wide, 2¾-in. deep. Individually keyed with cylinder lock.

No. 6485. DRAWER-SAFE. Postpaid . **$5.95**

Coin, Bills & Stamps Tray

5 coin compartments and 1 bill compartment. Excellent for stamps, coins, small parts, storage, etc. [illegible] for drawer or as change box. 10½x5 [illegible] inches. Aluminum finish.

No. 6488. CASH TRAY. Price Postpaid **$1.50**

Capt. Kidd Mystery Box

NO KEY! NO LOCK!

How Do Coins Get In? How Do They Get Out?

HOLDS $25.00

Deposit coins and they disappear! How? There is no key—why? Can only be opened with secret supplied with each bank. Each bank is ruggedly constructed in form of metal chest. Vivid 6-color panorama design on outside. You'll get a real thrill out of owning and saving with this bank. Show it to your friends and make their coins "disappear"—you'll make plenty of [illegible] 4x2½x2½-in.

No. 2577. Mystery Bank. Price Postpaid **79c**

Change Combination Any Time You Wish!

[illegible] this **SECRET SAFE** only if you [illegible] combination. And you can change combination any time you wish. Keep your money and valuables safe. [illegible] Made in cube-shape like a miniature vault. [illegible] for money, bills, small articles, etc. Has coin and bill slot for depositing money without opening. Constructed of plastic, steel and aluminum. Size 3x3x3-in.

No. 2578 Secret Safe. Price Postpaid **$1.19**

Rapid Money Changer

Accurate And Fast-$1.50 Up

This low-priced money changer is an extremely popular item with everyone who has to make change—newsboys, oil stationmen, bus drivers, ice men, milkmen, etc., etc. There are almost unlimited uses that can be found for one of these rapid money changers. It hitches to the belt and dispenses change in a jiffy—accurately and quickly. Because of the patented construction, there is little chance for an error or any likelihood of your giving out the wrong change. It is almost impossible to make a mistake. It vends the money rapidly and quickly.

You Can Get A 3-Coin Dispenser For As Little As $1.50

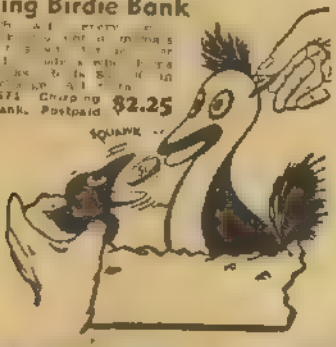
No. 9242. Three Tube Changer. For Dimes, Nickels and Pennies. Price ... **$1.50**

No. 9261 Three Tube Changer For Nickels, Dimes and Quarters. Price ... **$2.50**

No. 9246. Four Tube Changer. For Nickles, Dimes, Quarters and Pennies.. **$5.50**

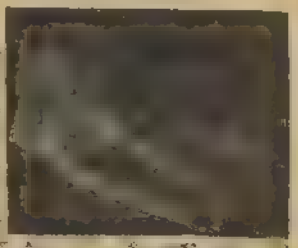
No 9252 Five Tube Changer For Nickels, Dimes, Quarters, Pennies and extra tube for Tokens or more Pennies. Price Postpaid **$6.50**

Chirping Birdie Bank



No. 2571 Chirping Bird Bank. Postpaid **$2.25**

Coin Shooting Gun and Target All-Metal Bank



No 2574 Price Postpaid **$2.00**

Mail Box Bank

An educational, sturdy, lifetime bank engraved by the familiar U. S. Government mail box. Complete with lock and key. Letterbox enameled green color. 5½ inches high, all metal. Individually boxed.

No. 2616. Postpaid.. **59c**

Pop Eye Dime Bank

Automatic Register

Automatic registering bank that records every coin that is put in. After 50 dimes have been inserted—$5.00—the bank automatically opens. Can be again closed and once again you may start saving your dimes. Decorated with Superman Pop-Eye or some Cartoon Character. Made entirely of metal. Confucius say: "Penny saved is penny earned." We say: "Save your dimes and earn 10 times as much."

No. 2582. Cartoon Dime Registering Bank. Postpaid. **39c**

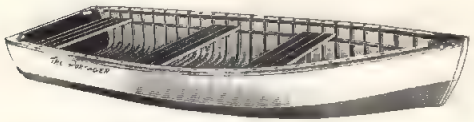
Lucky Dime Bank

Unlocks at $5.00

Similar to the Cartoon Dime Bank. Automatically registers each and every dime as inserted and cannot be opened until the fifteen dime is inserted. All metal construction. Teaches children to be thrifty. And while we do not make any good luck claims for it, the person who is thrifty is usually lucky. And that is a mighty good way to be considered lucky, as most people know.

No. 2583. Lucky Dime Registering Bank. Price.. **39c**

Portager Chem-Wood Boats



Made of Chem-Wood, a chemically treated wood that is the result of years of experience in the manufacture of quality archery equipment. This accumulated knowledge applied to boating, assures a boat that will last longer and give far better service because every piece of wood used in its construction has been chemically treated for durability and rugged use.

Five-ply phenolic resinous welded hardwood plywoods are employed in the construction of all Portager models. These woods are waterproofed and impregnated with anti-fungacide. Resinous base impregnants and finishes are used in all models.

This is an exceptionally strong utility boat and is suitable for use with paddles, oars or outboard motor. It is light enough to be carried on the car top, making it of added value to the boater who prefers to keep his boat at home when not in use.

Specifications

Length, overall, feet	12 feet
Transom width, inches	40
Depth, inches	15
Amid Ship Width, inches	47
Weight, pounds	138
Shipping weight, pounds	156
Maximum horsepower for outboard motor	5
Thickness of bottom and sides, inches, 5-ply plywood	¼

Portager Boats ..... (List Price 134.50)—Each **198.30**

Also available in 14-foot length. Both sizes shipped direct from factory, f.o.b. Pine Bluff, Arkansas.

Angler's Pet All-Aluminum Boats

Built for life. Aircraft lightness and stability insures speed and maneuverability. The outboard motor shows amazing pep and speed, and a stroke of the paddle starts the boat skimming, not plowing, over the water. An ideal boat for the top of a car.

Has large safety welded air tank with plus boyancy, making the boat unsinkable. Boat is treated with a zinc chromate primer before being sprayed with an aluminum or olive drab finish.

Length, 12 ft.; beam, 42 in.; transom width, top, 38 in.; height, sides, 12 in.; stern, 13⅛ in. Has two air chambers and two seats; capacity 2 persons. Net weight, 60 lbs., shipping weight, 75 lbs. Recommended motor, up to 5 H.P.

Shipped from factory, f.o.b. Grand Prairie, Texas.

Model **D-100-12** All-Aluminum Boats ..... (List **139.50**)—Each **209.26**

For other models of aluminum boats please contact us.

No. 125 Outboard Motor Covers

String, water-repellent treated heavy Duck cover material. Padded with cottong colored fly for protection of motor. Drill lined.

Draw string closure of sash cord. Shipping wt. one dozen 23 lbs. No. **125** Outboard Motor Covers..... (List **4.50**) — Each **5.40**

Packed 12 to carton.

Eagle Flex-Spout Filler Cans

A 2½ gallon capacity gasoline tank with a flexible spout for easy filling tanks of cars, outboard motors, etc. Spout has tapered brass valve; is detachable and asbestos lined. Body made of 24-gauge steel, seamless construction. Spout ⅝ inches in diameter. Length of spout, 9 in. Height overall, 10 inches. Diameter of body, 11¼ inches. When spout is placed in holder, the supply valve is automatically closed, assuring complete safety. Wt. per doz. 72 lbs,

No. **72½** Flexo-Spout Filler Cans . . .per Doz. **80.00**

⅓ dozen to shipping carton.

Phil Rite Gasoline Cans

Easy to carry and low enough to permit storage under the seat of a boat, in car trunks or club lockers. Size 9½ x 17 x 6½ inches high. Doubly safe because of low center of gravity, plus positive closure of the airvent and nozzle in one locking operation.

The flexible synthetic hose permits the can to be held away from the tank, providing unobstructed view while filling. Has no springs and no valves. Raising the can starts the flow, lowering it stops the flow. Capacity 2½ gallons. Weight, per carton of four, 25 lbs.

No. **251S** Phil Rite Gasoline Cans (List 6.95) Each **9.30**

Packed 4 to a divided carton.

HIT THE JACKPOT!

Home & Counter Game

Based on a well known principle, "BRODI" brings its bells, pears, plums, cherries and lemon symbols into the home to make a [illegible] By pressing the lever, the three [illegible] spin around haphazardly, though separately. After [illegible] read the number of [illegible] are scored as shown on the score chart accompanying each game. A few of the winning combinations shown below.

3 Bells	2 Cherries and Other
3 Cherries	2 of a Kind
3 Oranges	2 Bells and Other
3 Plums	Etc. Etc.

The above schedule of winners immediately suggests the possibilities with this remarkable game. Easy to play—easy to understand. No intricate [illegible]

SPIN THE WHEELS---TAKE A CHANCE!

Any [illegible] spin the wheels. Each player [illegible] the KITTY [illegible] the game start [illegible]

All the Thrills of Playing the "Slot Machines" at Home!

This game [illegible] a glance at the [illegible] and can play it. The printed directions accompanying the [illegible] to explain [illegible] and there is much to the number [illegible] The [illegible] are made of sheet steel, all finished in art [illegible]

No. 7326. HIT-THE-JACKPOT BRODI. Price Postpaid $1.00

No. 7327. Brodi Game with 50 Interlocking Blue, Red & White Chips, in featherette Box. Set, Complete, Postpaid $1.60

A Suitable & Suitable For A Slot Machine

Spin The Wheels

Single Action

[illegible] 4x4x3 [illegible]

No. 7329 Pot Luck Game Postpaid $2.50

Accurate Midget of the Big Machine

ZENO

Big Time In Every Way Except Size!

ZENO is the fabulously exciting machine for every gathering, every occasion. Tingling, unpredictable, exciting fun—everyone enjoys it. Three reels with familiar symbols, just like its big brother, spin and rocket-like speed. Tempered steel springs [illegible] press side-arm and off it whirls—where it stops, no [illegible] 30 combinations. [illegible] chipped, stamped and die cast steel parts [illegible]

No. 7330 ZENO BALL GAME. Each Postpaid $7.95

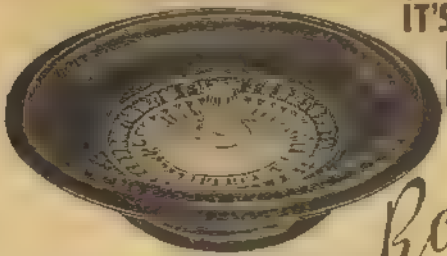
JACK-POT DICE GAME

Carry in Your Pocket—Play Anywhere!

Brand new exciting game! Played just like fast slot machine [illegible] with 3 large snow white dice of long lasting ivory hard plastic. Each dice has cherry, orange, plum, bell, lemon and jackpot symbols in brilliant natural colors. Regular shaker cup included. Illustrated directions show awards and suggested rules. A dynamic, whirlwind game that is [illegible] everywhere.

No. 8124. Postpaid . $1.50

The Same Game Played All Over The World!



IT'S FUN PLAYING ROULETTE AT HOME!

Roulette

Layout Chart Included

Any Number of Players Can Play This Game!

Play Roulette exactly as it is played at the world famous Mediterranean resort at M[illegible] and [illegible] Carlo. Our [illegible] is one of its famous and exclusive [illegible]. Roulette is [illegible] for real gambling. It is not necessary that Roulette be played with money. You can have quite a harmless game with chips or counters and enjoy a very pleasant evening. The Roulette illustrated is strictly high grade, American manufacture, made of Bakelite, black and walnut finish, highly polished nickel-plated, heavy metal center. Cadmium plated numerals in 3 colors. Green felt betting layout, size 12x24-in., beautifully silk screened in three colors. Complete with ball and instructions. Individually boxed

No. 7401 ROULETTE WHEEL. Price Postpaid **$2.95**

Pocket Roulette

Low priced, easily carried Roulette Game that you can set up in a hurry. Roulette is a fast moving betting game that can be played with chips, etc. This set is handy pocket size and contains complete layout including bowl, wheel, 3-color layout and instructions for playing roulette. Carrying case that holds complete set measures just 4½x4½x1-inches.

No. 7412. Pocket Roulette Set. **$1.39**

Checkers And Chess

Popular Book on How to Play

In this work the author has endeavored a series [illegible] the purpose of assisting the student in acquiring the art of [illegible] analysis and [illegible] to assist [illegible] perfect a learner [illegible] of [illegible] It contains [illegible] for playing [illegible] effectively and chess player, also the rules of the game. Fully illustrated by diagrams. Approved by [illegible] leading players. Believed to be equal on the systems used by some of the experts.

No 1049 Price Postpaid **25c**

HOME DICE BOX

Famous Chuck Luck Dice Game in Home Size Complete With Table Layout

RUN THIS DICE GAME AT HOME. Just like the famous Chuck Luck Dice Game at Ringside [illegible] Resorts, only smaller home size. Wire cage is included a betting layout chart. Loads of fun with this set. Supply your guests with chips or stage money and let them bet to their heart's content—the House always wins in the end. Same high grade construction, only smaller in size. [illegible] nickel plated wire cage with three dice. Easy to operate—[illegible] one-half turn and dice drop through to other platform. [illegible] winner and pay bets on that number on layout [illegible]

No. 6836 Home Dice Game. Price Postpaid..... **$4.95**

Put and Take Top

Win or Lose Fast!

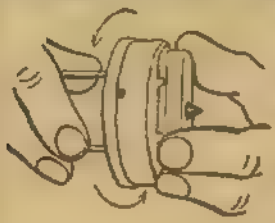
Convenient vest pocket [illegible] size top. Give it a spin and when it comes to rest it reveals how much you win or lose. High quality [illegible] top. Ivory [illegible].

No 8110. Put-and Take Top. Postpaid ... **35c**

"ELECTRIC" SHOCKER and

JOY BUZZER

FUNNIEST JOKER'S NOVELTY EVER INVENTED!



Use the ring as a key to wind it.

Wear it as a ring —the Buzzer in the palm.

It "shocks" them when they shake hands.

It makes them jump if they are ticklish.

They will hit the ceiling if they sit on it.

Under a sheet it feels like a mouse.

With one of these little contrivances you may have no end of fun. Attached to one end of the Joy Buzzer is a brass ring that slips over the second finger allowing the Buzzer itself to be concealed unobserved in the palm of the hand. Inside the Buzzer is a clock work mechanism that is wound up. Projecting from the center of the Buzzer is a brass point and a little pressure upon this point releases the mechanism. Shake hands with someone and see the shock the person receives when he unconsciously releases the mechanism of the Buzzer. If he is ticklish, watch him jump. Place it on a chair and watch the commotion when someone sits upon it. Place it under a pillow—under a sheet it feels like a mouse. You can use it as an ordinary "tooter" on a door or window case to awaken a sleeper by holding it on the sole of the foot or just behind the ear—try it on the wind up of an alarm clock just as the gears are shifted, they will think the engine is "buzzed." Dozens of other uses will suggest themselves to you. It is well and strongly made, entirely of metal, and it is certain you will get more than your money's worth of fun out of this little contraption.

No. 295b. JOY BUZZER. Price Postpaid..... 50c

2 For..... $1.35
6 For..... $2.50

PRINCESS ANNA DOLLS

The Oldest Miniature Doll Line in America

1920 ESTABLISHED IN PARIS

1939 MOVED TO NEW YORK

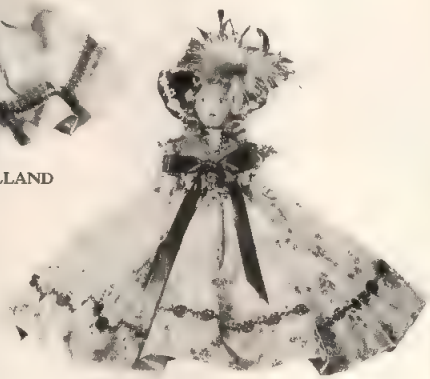
1950 OUR 30th ANNIVERSARY

THE GIRL FROM HOLLAND

Ready with 36 Beautiful New Styles

Every Princess Anna Doll is a little gem of creative artistry. Look where you will—you'll find nothing to compare with them. This year we are offering a wider variety than ever in Dolls of All Nations and other Character Dolls.

Princess Anna Dolls are 7½ in. high, have plastic bodies and moveable eyes, heads and arms. They are exquisitely costumed in specially designed satin and taffeta. Not a single quality detail demanded by the most discriminating has been overlooked. Individually packaged in large acetate window display boxes.



THE GIRL FROM FRANCE

See Us During The Toy Fair at

HOTEL McALPIN
ROOM 633

200 5th AVENUE
ROOM 256

J. H. ZAROVICH and HARRY OTTER
In Charge of Sales

PRINCESS ANNA DOLL CO., INC.

factory: 29 JUMEL PLACE, NEW YORK 32, N. Y.

PERMANENT SHOWROOM

ROOM 256 — 200 FIFTH AVENUE, NEW YORK 10

Tel., WAdsworth 7-6014 and CHelsea 3-8673

Pacific Coast Rep.: HARRY WALLACE, 9008 Wilshire Blvd., Beverly Hills, Cal

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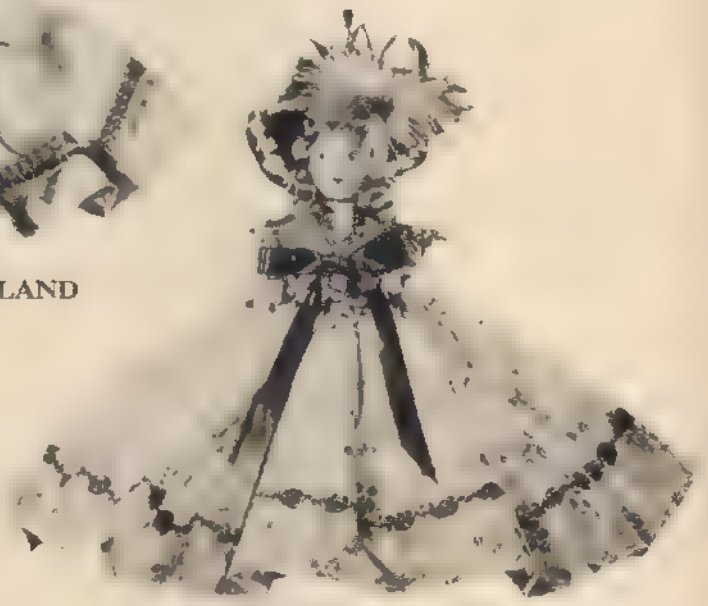

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Season's Greetings

from

ARRANBEE

Our sincere thanks to you for making 1950

OUR BIGGEST YEAR EVER!

With the Arranbee tradition of the right price and the right quality—unchanged despite changing conditions—we hope to make 1951 even bigger and better. You can always depend on "The Dolls That Sell on Sight" . . . *all* ways!

NANETTE

FEATURING DYNEL* AND SARAN WONDER WIGS THAT CAN BE WASHED, COMBED CURLED AND SET.

DREAM BABY

THE NEWBORN INFANT DOLL THAT IS BREAKING SALES RECORDS COAST-TO-COAST.

LITTLE ANGEL • NANCY LEE • ANGEL SKIN
BOOTSIE • NANCY • NANCY LEE WARDROBE DOLLS

ARRANBEE DOLL COMPANY, Inc.

OFFICES AND SHOWROOM: 881-887 BROADWAY • NEW YORK 3, N. Y.

West Coast Representative: WESTLEY R. WETMORE
Western Mdse. Mart, Space 989
1355 Market St., San Francisco 3, Cal.

*DYNEL, *FIRST* ON ARRANBEE NANETTE DOLLS
PRODUCT OF UNION CARBIDE & CARBON CORP

DE SOTO MANUFACTURING CO. EXPANDS FACTORY

When the De Soto Manufacturing Company decided to locate their plant in the central west, it was with the idea of serving the trade with a maximum degree of efficiency. They were confident that their original plant would prove adequate for many years to come, but De Soto Dolls, since their introduction to the trade, have been so well received that it has become necessary to double their manufacturing facilities.

A [illegible] new De Soto doll plant is now under construction and will be completed by early summer. The firm states that these new, expanded production facilities will enable them to not only better serve their old customers but will permit their accepting business from many accounts from whom they were unable to take orders during the past year.

De Soto Manufacturing Company is featuring for 1950 a complete new line of baby and character dolls. Of individual design, no stone has been left unturned to make them outstanding in quality at popular prices.

The complete new 1950 De Soto doll line will be on display at the Toy Fair in Room 1107, Hotel McAlpin with S. J. Bittenwiser in charge. Manufacturer's office and showroom is maintained the year round at Room 1405 A Merchandise Mart, Chicago.

N. Y. TOY & GAME PREPARES SURPRISES FOR FAIR

New York Toy & Game Mfg. Co. manufacturers of the "Ad-it" Basketball electric & bell sets have prepared a group of new mystery items for the 1950 Toy Fair. Besides these mystery products they have designed an extensive line of new tool chests.

All of these items have been built via the standards that have distinguished New York Toy & Game Fishing Sets, Golf Sets, Baseball Sets, Fingerprint Sets, etc., to the trade. Herbert Rubin, president of New York Toy and Game, will be present during the entire Toy Fair in his new showroom, room 348, at 200 Fifth Ave. to welcome buyers.

TRIGGER QUICK SALES

WESTERN BOY ®

Genuine leather gun and holster sets—beautiful cuffs and spurs. Better than ever. High in Quality. Low in price. Year round fast sellers.

Make it a must to visit us at the Toy Fair
HOTEL McALPIN, ROOM 625
From March 6 to 17, and to See Our N. Y. Representative:
SAM WEISMANN
200 Fifth Avenue, Suite 209

STATE RANGER

R&S TOY MANUFACTURING COMPANY, INC.

510-512 Metropolitan Avenue, Brooklyn, N. Y.
Tel. STagg 2-8741

NORMA EXPANDS LINE

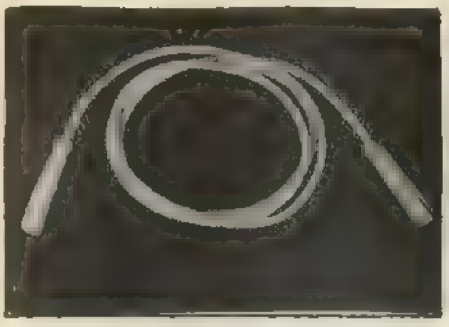
Norma Originals [illegible] New York 10, N. Y., manufacturers of [illegible] are featuring their new Sally [illegible] together with a wide range of 7" and 8½" character dolls [illegible] at the Hotel McAlpin during the Toy Fair. Charles Gregor of this firm states that his 1951 line is met with a most gratifying response and added "We expect our sales to be tripled in 1950." The following sales representatives are on hand to see the current year's Allied Sales Company, Denver: New Mexico, Utah, and Wyoming. Arthur Bloch, Dallas; southern territory. The Darrs, Bismarck, Mo.; Arkansas and Oklahoma. J. W. Hughes, Euclid; state of Ohio, Kurzman Sales Company, New York City; Metropolitan District. Glenn Leach, Juneau, Alaska, territory. Harry W. Leftwich & Associates, Portland; Oregon, four northwestern states. The southwestern states will be covered by the Pacific Coast Sales Company, of San Francisco. Southeastern territory by Toulme Sales Company, Inc. Atlanta, Georgia.

TAPLIN TOYS, INC. APPOINTS SHURACK

Taplin Toys, Incorporated of Minneapolis, Minnesota, manufacturers of the Tappy Toy line of plastic recreational toys announces the appointment of Edward I. Shurack as their Eastern Representative.

The complete new 1950 Tappy Toy line will be on permanent display at the Shurack showroom, 1 Sth Broadway, New York. During the toy fair Tappy Toys can be seen at Room 823 Hotel New Yorker.

RABAR Plastics, Inc. • 206 Center Street, New York 13



TL4 - 85 INCH JUMP ROPE
#10. 3 colored striped rope. Red lacquered handles.

TO RETAIL AT 10¢ EACH

TL8 - 85 INCH JUMP ROPE
#18. 4 colored striped rope. attached to red solid wood handles by metal loops. Heavy weight.

TO RETAIL AT 25¢ EACH

TL14 - MARBLES
#20. 20 assorted colored marbles in mesh bag. Minimum quantity 12.

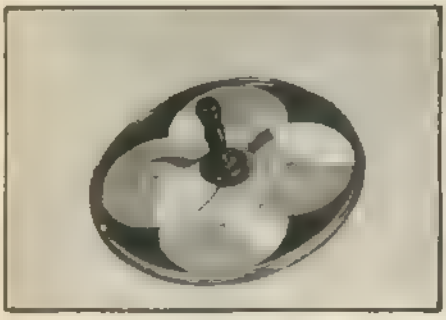
TO RETAIL AT 5¢

TL17 - MARBLES
#40. 50 assorted colored marbles in mesh bag. Minimum quantity 12.

TO RETAIL AT 10¢

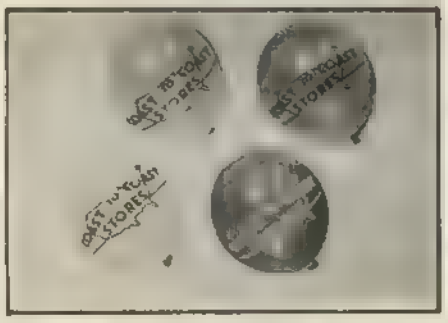
TL21 - GYRO TOP
#C/6261. A real scientific instrument. Performs many experiments. All metal. Individually boxed.

TO RETAIL AT 45¢



TL23 - VARI-COLOR TOP
#525. Made of heavy gauge metal. Brightly colored plate blends colors when it spins. 3½ inches high, 6 inches in diameter.

TO RETAIL AT 79¢



TL32 - COAST-TO-COAST BALLOONS
#7. Come in assorted colors with Coast-to-Coast imprinted on them. 7 inches round. Not for sale. To be given away at grand openings, anniversaries, and other special occasions.

TL37 - BALLOONS
#D902-000. Assortment of various shapes.

TO RETAIL AT 5¢ FOR 3

TL150 - RUBBER PIGS
Made of neoprene rubber. Yellow with hand painted features in non-toxic contrasting colors. 2 inch metal whistle vulcanized into base makes loud noise when toy is squeezed. 4¾ inches. Minimum quantity 4.

TO RETAIL AT 39¢

TL151 - RUBBER ELEPHANTS
4-3/4 inches high. Made of neoprene rubber. Yellow with hand painted features in non-toxic contrasting colors. 2 inch metal whistle vulcanized into base makes loud noise when toy is squeezed. Minimum quantity 4.

TO RETAIL AT 39¢

TL160 - RETURN BALL
#138/713. Red rubber ball with long elastic band attached so ball can be bounced and returned. 1-3/8 inches. 2 dozen to carton.

TO RETAIL AT 5¢ EACH

TJ572 - RABBIT WHISTLE TOY
#42R. Harmless latex rubber toy with painted features and decorations. 5½ inches tall. Packed in sanitary cellophane display box.
TO RETAIL AT 39¢

TJ576 - CHARLIE HORSE
#51. Soft rubber toy with painted eyes and mouth. Colors are washable and harmless. Rustproof whistle. Packed in colorful box.
TO RETAIL AT 49¢

TJ577 - NUTTY SQUIRREL
#52. Soft rubber squirrel with painted eyes and mouth. Colors are harmless and washable. Packed in a colorful box.
TO RETAIL AT 49¢

TJ931 - ELSIE'S BABY
#5010. "Watch Me Drink". Actually drinks milk when doll is tipped. Made of plastic and colorfully decorated. Holds transparent bottle.
TO RETAIL AT 25¢

TJ934 - CRAWLING DOLL
#619. Realistic crawling doll made of plastic and dressed in rompers. Mechanical motor inside doll has long running action. 6 inches long.
TO RETAIL AT 98¢

TJ965 - PRESS DOWN DOLL
#4401. Squeaks when body is pressed down into legs. Hands and feet are plastic. Body and face are colorfully decorated in pink and blue. Individually packed.
TO RETAIL AT 98¢

TJ972 - PLASTIC ROLY POLY
#103. A pink and blue plastic clown that rolls on rounded, weighted base. With movable head.
TO RETAIL AT 89¢

TJ982 - 4 PIECE WATER TOY SET
Cleverly designed water toys for babies. Completely harmless. Made of pink and blue plastic.
TO RETAIL AT 98¢

TJ985 - SKIPPER DUCK FAMILY
#44. A colorful plastic pull toy. Consists of a mother duck and three ducklings.
TO RETAIL AT $1.49

anything, even Soviet domination, would be better than more war. Their political parties hold their power so weakly that courageous leadership is lacking. One is left feeling that here in the U. S. we ought to be bending every effort toward improving our country's moral, military, and productive strength. Our own safety depends upon our having ever ready more real power than the aggressive Soviets can muster.

★ ★ ★ ★

FLIGHT NOTES: Miles of icebergs floating east of Labrador in the North Atlantic. Ireland is really green! Strings of sunken ships visible along the Normandy invasion beach. Mont Blanc and the snowy Alps in bright sunlight as we went. The return course carried us almost directly over Mont Blanc, with a gorgeous view of the Alps by moonlight, and of little towns twinkling in the valleys. Supper Friday night in Milan, Saturday night at home in New Jersey. Then on Sunday, after a late dinner, on to Kansas City, where this is written, by bedtime. I suppose I shall always marvel at this "annihilation of space."

★ ★ ★ ★

CORN "PICKING" was under way in North Italy. The tops, down to the ears, are whacked off early and stored for feed. Ears were being yanked and tossed into piles, later to be carried by one-horse, mule or donkey carts to the barnyards. Then the butts of the stalks are pulled, tied in bundles, and stood upside down to dry for fuel. One more step! If the weedy undergrowth is at all thick, they mow it with scythes—whether for feed, bedding, or compost I did not learn. Try your 2-row corn picker on that system! . . . They are planting lots of hybrid seed now.

★ ★ ★ ★

ITALIAN WEEDS are familiar. Along roadsides out of Milan, I noticed burdock and sour dock, foxtail, pigweed, lambs-quarter, a wild aster, Spanish needle, butter and eggs, and Queen Anne's lace. They were growing in their home ground. Nearly all the common weeds in American fields originated in Europe.

★ ★ ★ ★

WHO PUT the Communists in the old Triple A? Lee Pressman, formerly

Changing Your Address?

If you are planning to move within the next month please send us your new address *now*. Send both old and new address; send printed address label from your last copy. Also please notify your Postmaster. *This is important to you.* Allow five weeks for first copy to reach your new address.

New 3-speed AM-FM automatic
RADIO-PHONOGRAPH

Plays all records, sizes, speeds

Nothing matches the magic of good music when it's time for fun on the farm. And for recorded music *at its best*; nothing matches the famous G-E Electronic Reproducer: Plays all records, all sizes and speeds automatically with one tone arm, for the finest reproduction you've ever heard! Model 755 also brings you genuine Armstrong FM radio—crystal-clear, virtually static-free . . . and powerful AM radio: 12" G-E Dynapower speaker. Exquisite 18th century-styled cabinet, veneered in genuine mahogany. *Matched* swirl-figured doors. $289.95*

Other G-E radio-phonographs from $189.95*

General Electric Company, Electronics Park, Syracuse, New York.

*Prices slightly higher West and South, subject to change without notice.

You can put your confidence in—
GENERAL ELECTRIC

Saybrook presents the Raven

Newest One - Design

SENSATION

Most talked of boats at the Larchmont and Marblehead Race Weeks during 1949. For details see page 267 Price $2,250 f.o.b See us at Raven Exhibit National Motor Boat Show New York, Jan. 6th to 14th.

LIGHTNINGS

Four years' experience in building champions. Custom construction in the fastest growing One-design Class in the world **New low prices for 1950.** Al Eckardt's Feather, winner YRA Long Island Sound Larchmont and Manhasset Bay Race Weeks

SAYBROOK YACHT YARD, INC. OLD LYME CONN.
INCORPORATED
Phone: Lyme 319

PUT YOUR SAILS IN "STOPS"

with

CLIMAX "STOPPING TWINE"

- No more swiping of sewing thread or knitting yarn for stopping sails.
- Climax Stopping Twine is thick and easy to handle yet breaks out when you want it to.
- Uniformly rotted cotton, Climax Stopping Twine comes in handy sized tubes.
- Three sizes "S" for small boats at $.50 per tube, "L" and "X" for medium and large yachts at $.90 per tube.

Ask your dealer to get Climax "Stopping Twine" for you
Manufacturers of Cotton Sewing Thread
Established 1860

THE GARDINER HALL JR. COMPANY
SOUTH WILLINGTON, CONNECTICUT

"Procyon"

Fishers' Island 31

Owner FREDERICK A. DEWEY

Winner in Class C 1949 N. Y. Y. C. Race, Glen Cove to Port Jefferson and return.—Many others too numerous to mention.

Now is the best time to order sails, prices are lower, delivery better than during spring rush.

LOUIS J. LARSEN

Yacht Sailmakers
50 Warren St., N. Y. 7, N. Y.

UNGAVA

(Continued from page 47)

The galley is all stainless steel trim and fittings. Refrigerator, stove and sink are all stainless steel. The refrigerator contains 17 cubic feet with freezer built in. Bottled gas is used for cooking fuel A large dinette on the starboard side of the galley provides comfortable eating and lounging space for the crew. Dinette table may be dropped to seat level and, with seat cushions and backs, made into a comfortable bed for extra crew members carried on long cruises.

The spacious deckhouse serves as living room, and guest room. An electric toilet is concealed beneath an upholstered seat at the forward end of the port side Above this seat is a cabinet containing towel rack, shaving mirror and space for toilet articles. The cabinet door also covers a Pullman stainless steel wash basin which folds back under the deck when not in use. A comfortable davenport on the port side is converted into twin beds. At the forward end, on the starboard side of the deckhouse is a bar concealed beneath the raised deck. When the doors of the bar are opened, a shelf drops forward into the room. The bar is stainless steel with glass shelves and is illuminated by concealed lights

A drop-leaf dining table is on the starboard side aft of the bar Four folding dining chairs are stored in lockers under the deck on the starboard side. A large mirror is placed over the dresser on the aft wall and a wardrobe is attached to the forward wall. Lighting fixtures are flush with the ceiling and are equipped with Holophane lenses to diffuse the light. Four inches of Fiberglas insulation placed between the ceiling and the deck in both deckhouse and owner's room add greatly to the comfort of these rooms

The bridge is aft of the deckhouse. Main propulsion engines are located beneath the bridge and readily accessible through large hatches. The engines are mounted in rubber and drive to the propeller shafts is through rubber couplings. Stuffing boxes are also mounted in rubber and the entire engine room is heavily insulated with soundproofing. The combination of rubber mountings and insulation results in complete lack of engine room noise and vibration.

RCA 75-watt ship-to-shore radio and RCA direction finder are located on the bridge

A passageway leads from the bridge deck on the starboard side, past the owner's room to the cockpit. Under the deck along the passageway, lockers are located for fishing rods, tackle, storm curtains, etc.

The owner's room aft of the bridge contains a double bed made into a most comfortable davenport during the day. A Pullman stainless steel folding wash basin is let into the wall under the deck on the port side forward of the bed. Double dresser with large mirror extending across both dressers adjoins the ample wardrobe to complete the forward wall. Combination shower and toilet room is entered from both the owner's room and passageway.

The cockpit is covered by a canvas canopy, the after half of which may be folded forward out of the way of fishing rods

Fishing chairs are taken apart and stowed in lockers under the deck when not in use.

The cockpit is equipped with plastic screens as well as a complete set of canvas storm curtains.

Ungava has made several extended cruises. She has proved herself to be comfortable and steady in heavy seas. Her sturdy construction assures a feeling of safety under all conditions of sea and weather

COMPLETE COURSE IN YACHT DESIGNING OFFERED BY WESTLAWN

ALL BOAT OWNERS do not realize that the majority of naval architects engaged in yacht design are graduates of Westlawn School of Yacht Design. This institution, now entering its 21st year, has been headed for its entire life by Gerald Taylor White, well-known designer. It is also of interest to know that, throughout all of the years since its founding, the school's administrative and technical staff has never been changed.

Located in Montville, New Jersey, Westlawn School offers a complete home study course in every phase of motor boat and sail boat designing. The work ranges from the first basic principles of naval architecture on up to such details as the proper types and sizes of plumbing and electrical installations. While most of the Westlawn graduates open their own offices as naval architects a great number also are employed as chief designers for various leading boat plants or as assistant naval architects in the offices of long-established firms engaged in the practice of the profession.

A booklet completely describing the course is available free upon application to the school

RAVEN,

The Boat of the Year:

Raven is "terrific."

She's so fast she almost flies.

The harder it blows, the better she goes.

Most remarkable of all, Raven—safe and seaworthy—is a perfect *Family Day Sailer.*

Her 12½′ x 5′ cockpit carries a crowd—comfortably. Raven's an honest boat. A cinch to handle. Plenty of Thrills, but no Tricks. And when you sail her you, too, will be

Ravin' About The Raven!

RAVEN
O.A. 24′ W.L. 21′ 2″ Beam 7′ Draft 7″
with wonderful board down 5′ 4″
PRESENT BUILDERS
HENRY B. NEVINS
City Island, N. Y.
SANDUSKY BOAT COMPANY
Sandusky, Ohio
SAYBROOK YACHT YARD
Saybrook, Conn.
SOUND MARINE CONSTRUCTION CO.
Greenport, Long Island
JOHN A. McALEER & ASSOCIATES
Riverside, Rhode Island
Building Franchises Available in Open Territory
AGENTS
WILLIAM W. SWAN
c/o R. H. Rostron Company
Miami Beach, Florida
CARY & McALEER — C. T. BRADY
Bath, Maine — Marblehead, Mass.
G. T. BRADY
Atlanta, Texas

JOHN A. McALEER

184 RIVERSIDE DRIVE, RIVERSIDE, RHODE ISLAND, U. S. A.

Do you know what they're saying about Raven? Here are some condensed excerpts

Raven took everything in sight, beating '51' class by 12 minutes. Providence Journal. Raven sailed third the whole fleet to finish first. Boston Herald. Raven created a sensation. New Bedford Times-Standard. Raven could need to amaze everyone with her speed. Raven is a sensation. She'll take anything coming on. Boston Globe. A $2,000 boat that can top the millionaire classes.—World Telegram. This (Raven) had the fastest time of the entire fleet. None was more impressed than Briggs Cunningham, who sailed Raven and bought her on the spot. New York Herald-Tribune.

May we send you a free detailed circular?

Sails by Vallentine

L 16 "PIERETTE"
Owned by Kurt Grandpierre
Winner of 1949
Larchmont Race Week
Sound Championship of W. L. I. S.
E. B. Y. R. A. Championship
Montauk Race Series

G. W. VALLENTINE & SON
Sailmakers
139 City Island Ave., City Island, New York 64, N. Y. C. I. 8-1454

BASE PRICE $7500

THE CLIFTON CRUISING CUTTER

A Single Hander Remarkably Fast, Seaworthy & Dry

Sleeps 4, spring bunks, 6 ft. headroom, roomy cabin, complete galley enclosed toilet, large cockpit. Design provides for inboard or outboard motor.

29′-8″ O.A., 24′-8″ W.L., 9′ Beam, 5′-4″ Draught

On Exhibit at Marblehead
ORDER NOW FOR SPRING DELIVERY

For information write
CLIFTON CRUISING CUTTER
411 Atlantic Ave., Clifton
MARBLEHEAD, MASS.

HACKENSACK
STAINLESS STEEL
YACHT RIGGING ROPES
PREFORMED
Famed "18-8" Quality

YOUR BOAT DESERVES THE BEST

Send for Bulletin YR322

HACKENSACK *Cable* CORPORATION
110 Orchard Street, Hackensack, New Jersey

CAVALCADE OF SPORTS
...Dom DiMaggio

BECAUSE HE WEARS GLASSES, MANY EXPERTS FORESAW A SHORT BIG LEAGUE CAREER FOR "THE LITTLE PROFESSOR," BUT FOR TEN YEARS HE'S HELD HIS OWN AS HALF OF BASEBALL'S MOST FAMOUS "BROTHER TEAM".

CONSISTENTLY A FRONT-RANK PERFORMER, DOM DiMAGGIO IS ONE OF THE GREATEST CENTER FIELDERS IN BASEBALL TODAY AND A SPLENDID EXAMPLE TO EVERY AMERICAN YOUTH!

SHAVING VALUE WITHOUT EQUAL!

Gillette SUPER-SPEED RAZOR $1.00 $1.75 VALUE

WITH 10-BLADE DISPENSER IN NEW STYRENE TRAVEL CASE

GET ACQUAINTED WITH THE ULTRAMODERN RAZOR THAT'S MADE SHAVING QUICKER AND EASIER FOR MILLIONS OF MEN... THE SENSATIONAL **GILLETTE SUPER-SPEED!** ENJOY **INSTANT** BLADE CHANGING, REAL SHAVING **COMFORT** AND DOUBLE-EDGE **ECONOMY**... BENEFITS NO OTHER MAKE OF RAZOR CAN MATCH!

NOW

20 Gillette Blue Blades In Handy Dispenser With Used-Blade Compartment

● For extra convenience buy easy-shaving Gillette Blue Blades in Gillette's improved Dispenser. You zip out new blades ready for use and dispose of old ones quickly and safely, as shown.

Copyright, 1950, by Gillette Safety Razor Co.

LIVESTOCK

and a light ration. The same goes if you long-feed and carry them to heavy yearling weights.

Most times, creep feeding does put on enough more weight and bloom by weaning time so that the feeders will bring enough extra to pay for the feed and labor, and leave some profit.

For creep feeding, Iowa State's beef specialist, Rex Beresford, recommends half and half, by volume, of shelled corn and whole oats; or straight corn and cob meal. A quarter to a half-pound a day of an oil meal will do no harm, but if a calf is nursing a good cow he'll get enough protein.

These Cattle Break Even At $8.05 a Hundred

Not many farmers can sell beef at $8.05 a hundred and break even—not in these times. But some cattle were fattened for that cost recently in Southern Illinois.

The cattle were pastured on rye for two winters, grassed for two summers, and sold as two-year-old grass steers. The cost of feed, other than pasture, was only $1.88 for 100 pounds of grain. The necessary price to break even was $8.05, and they sold for $32. Pasture returns were $41.68 an acre.

Another group was wintered on silage and hay, grassed the whole season, and full-fed in dry lot for 4 months. Their feed cost was $13.35 for 100 pounds gain, and they had to sell at $15.92 a hundred to break even.

A third group was not pastured at all, but full-fed for 6 months. Their feed cost per 100 pounds gain was $23.35.

These figures come from the Dixon Springs farm of the University of Illinois. Once again, they show that no matter how you look at it, it's mighty hard to beat good pasture.

Contributors to this month's Livestock department: R. A. Jarnagin, University of Illinois; Dr. C. D. Lowe, USDA; Earl C. Richardson, Michigan State College; Dean C. Wolf, Iowa State College.

"If I had a husband that worked in a cement plant, lady, I'd rinse out his overalls before I put them in the washer."

Potassium Chlorate Substitute

Satisfactorily replaces potash for blasting purposes. Is handled in the same manner. Can be shipped at regular rates since it is not explosive until mixed with sugar.

100-Lb. Drums	per Lb.	.32
50-Lb. Drums	per Lb.	.36
25-Lb. Drums	per Lb.	.40
10-Lb. Cans	per Lb.	.48
5-Lb. Cans	per Lb.	.54

Red Cross Extra Dynamite

40% and 60%

Well known, all around explosive widely used in agricultural work such as stump and boulder blasting. Also, well adapted to general construction work and quarrying where the rock is not too hard.

Red Cross extra dynamites do not have as high velocity as straight dynamites—an advantage where less fragmentation is desired. They can be used successfully in very wet work, but should not be used under water without wrappers. They are less inflammable and less sensitive to shock and friction than the straight dynamites.

Packed 110 cartridges, size 1¼ in. x 8 in., to 50 lb. case. Note: All dynamite is shipped from the nearest magazine, 200 lbs. delivered.

40% Strength. Packed in 50 lb. cases . . . **Market Price**
60% Strength. Packed in 50 lb. cases . . . **Market Price**

Electric Blasting Caps

Special blasting cap fitted with an electric primer device with wires for carrying electric current to the firing head. Packed in a special package in which wires are folded accordion-wise to avoid kinks and snarls; wires extend naturally into position, and it is easy to straighten out the cap without disturbing the fold.

Nos.	E4	E6	E8	E10	E12	E20
Length, wires, Ft.	4	6	8	10	12	20
Wt. per 100 lbs.	3½	5	7	8	9	13½
Per 100	22.60	24.10	25.60	27.10	30.10	40.10

Nos. E4, E6 and E8 are packed one in a tube, 50 in a box.

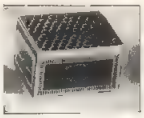
Nos. E10, E12 and E20 are packed in bulk, 25 in a box. We do not break boxes. Blasting caps and Electric Blasting caps can not be shipped by Mail, Express or Truck.

Connecting Wire

20 gage pure copper wire, double cotton insulated. Spools contain about 210 feet. Packed loose.

No. 20 Wt. Spool, 1 lb. . Each **2.00**

No. 6 Blasting Caps



Drawn copper tube, open at one end and partly filled with a pressed charge of detonating compound. Sextuple force, strong enough to explode dynamite and other high explosives at their greatest efficiency.

Per 100 . . . . . **3.98**

100 in a box, weight per box, ½ lb. We do not break boxes.

NOTE—Powder of any kind, Dynamite Blasting Caps or Electrical Exploders (Caps) **cannot** be shipped by mail or express.

Blasting caps and Exploders **cannot** be shipped by truck.

Safety Fuse

Clover Brand
Furnished in Orange Color

For use in very wet work.

100 to 6000 ft. . . . . . per 1000 Ft. **22.20**
6000 ft. lots . . . . . per 1000 Ft. **21.20**

100 ft. in package. We do not break packages.

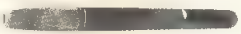
500 foot Cartons, Wt.	8¾ lbs.
1000 foot Cartons, Wt.	15½ lbs.
3000 foot Cartons, Wt.	48 lbs.

Fuse Cutters and Cap Crimpers

Used to fasten the blast-cap on safety fuse securely. Handle shaped to punch holes in the cartridge, is a fuse cutter in addition to crimper. Cadmium-plated to resist rust.

No. 4. Length, 6 in., wt., 5 oz. . . . . Each **3.30**

Webber Splitting Gun



Load with 3F or 4F powder, drive gun into log same as wedge, apply and light fuse. Log is split. Made in two sizes, standard and heavy.

No.	100	200
Size, Inches	1⅝ x 18⅛	2⅛ x 16⅛
Wt Lbs.	9½	16½
Each	7.70	15.20

RED RYDER

AMERICA'S FAMOUS FIGHTING COWBOY

RED RYDER WILL SELL YOUR PRODUCT. RED RYDER has been a Successful Salesman for over twelve years. RED RYDER is featured in: Dell Comic Magazines, Radio Network Shows, Equity-Eagle Lion Motion Pictures, McNaught Syndicated Comic Strips, Rodeos and Personal Appearances, Whitman Juvenile Books.

For over twenty years Stephen Slesinger's "character merchandising" plan has included:

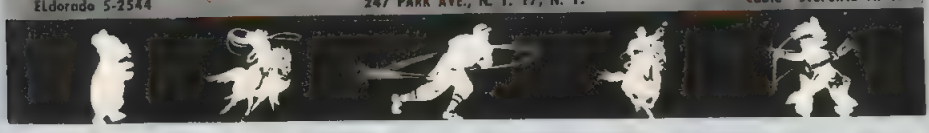
EXCLUSIVE FRANCHISE — **PUBLIC RELATIONS**
PRODUCT PROMOTION — **ADVERTISING COORDINATION**
PRODUCT DESIGN AND ART

Additional "character merchandisers" available:
BILL ELLIOTT • Winnie-the-Pooh • TIM HOLT
KING OF THE ROYAL MOUNTED • LITTLE BEAVER • OZARK IKE

Write today for complete details to: JOHN F. HOWELL, Sales Manager

Stephen Slesinger, Inc.

ELdorado 5-2544 — 247 PARK AVE., N. Y. 17, N. Y. — Cable "STEPSING N. Y."



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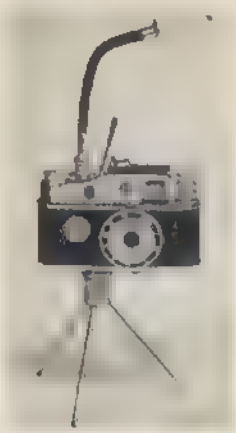
Popular Selling POCKET LIGHTERS

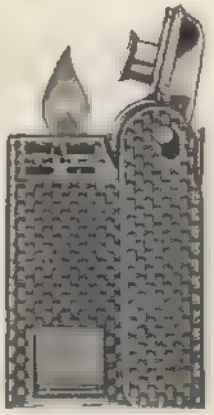


Camera Type Lighter. Designed to look exactly like a miniature camera. Will engrave to any design. Fitted with black crackle finish and polished metal trim. Lens and release can be removed for use as pencil sharpener. Each in box.

No. 83J822. Each 2.00

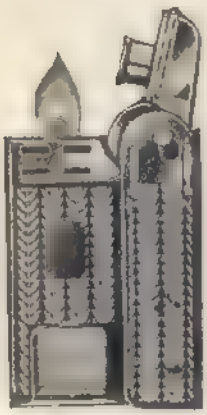
Regent Streamlined Stormlite. Bright polished Chrome plated. With the famous Pressure Windproof Stormlite flame. Packed 12 to a carton.

No. 83J764. Per dozen 14.11



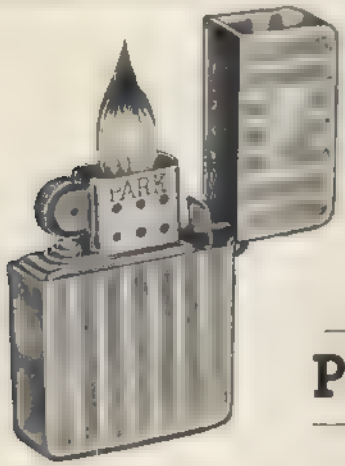
Regent Windproof Stormlite. The all-purpose lighter you have been waiting for. Easy to operate—press the side and turn a ring and wind is instant flame to ignite a pipe. Just slide on the curve of tank. Nickel finish in assorted designs. Each in carton.

No. 83J733. Per dozen 10.58



Regent De-Luxe Stormlite. Yellow gold finish with smart modernistic etched design. A lighter that's strong, lasting and faithful in any weather. For selling purposes will be packed one dozen to a gift box.

No. 83J734. Per dozen 17.64



Park Storm King Windproof Lighter. Sure-fire when you want it to spit. Built to last. With no complex mechanism to get out of order. No charge is made for refilling. Park lighter with its reserve to the fuel. Polished engine-turned chrome finish extra lighter. Individually boxed.

No. 83J664. Per Dozen 7.20

In lots of 12 dozen or more, per dozen 6.85

DELUXE PARK *Emblem* LIGHTER

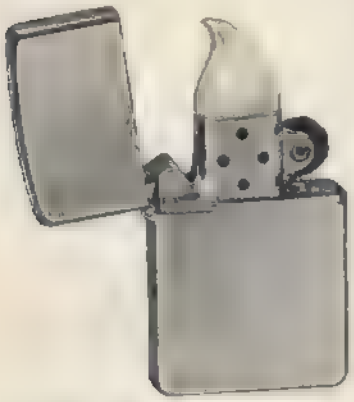
New slim model Park Lighter, beautifully anodized in a natural silver-like finish, complete with [illegible] emblem design. The Park Lighter is safe to fill—a positive waterproof perfect pocket model that will last for years and years with very little attention. Unconditionally guaranteed for life. Individually gift boxed. Retail 2.50.

No. 83J800
MASONIC EMBLEM
No. 83J799
PLAIN CHROME
Each
1.20

Can also be supplied on special orders in lots of 2 dozen in the following emblems: K. of C., Shrine, Moose, Eagle, Colonial, Knights of Malta, Woodmen of America, Oddfellow, etc. Delivery in 10 days to two weeks.

PARK

ZIPPO *Wind-Proof, Never Fails* LIGHTERS



Genuine Zippo Windproof Lighter. So reliable with chrome finish. Satisfaction guaranteed. Fully refillable and fully guaranteed by the factory. Retail 3.00.

No. 83J498. Each 1.76

Zippo Lighter. Flashing . . . bright . . . a jewel of a lighter, in gleaming chromium. It includes every established Zippo feature desirable, ease of filling, fine precision workmanship and cost free operation. Retail 4.00.

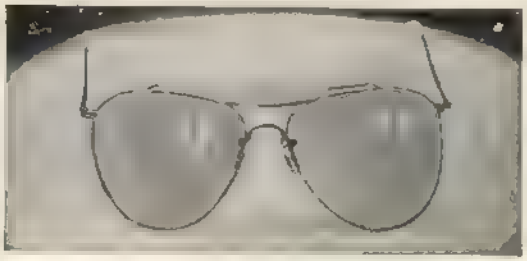
No. 83J735. Each 2.35

Zippo Lighter. The brilliance of fine chromium-plating is enriched by a delicately executed [illegible] design. And the lovable qualities of Zippos unsurpassed windproof design, completeness and lightness makes this a truly deluxe lighter. Retail 3.50.

No. 83J736. Each 2.94

Apex "Glare-Bar" SUN GLASSES

The biggest Sun Glass success of the year. Give maximum protection against ultra-Violet (Sunburn) and infra-Red (heat) rays yet do so much to enhance the attractiveness of the wearer. Optically correct, wide vision, all metal and Zyl frames. Guaranteed Gold Plate, optical end pieces, self-aligning nose pads. "Glare-Bar" approved green, optically correct, telescope target tested lenses.



Flight Leader 14k Gold Plated. Large size. All metal frame. Pear Brow. Self Aligning nose pads. Cable screw end pieces. Cable Temples

No. 201J249.
Each..... **1.60**

Flight Leader for Men and Women. A smaller size lens for the man who requires extra vision for work. All metal frame. Pear Brow. Self aligning nose pads. Screw end pieces. Cable Temples.

No. 201J250.
Each..... **1.60**

New Look. A high style glass that all smart women will be wearing this season. Varied and fascinating designs shall be seen. Metal frames to blend or contrast with the suit for the occasion. York Temples

No. 201J252.
Each..... **2.40**

Miss America Deluxe. 14k gold plate. New scintillating metal design effect. Extra large frame with Pearl, self aligning nose pads for added comfort. Temples and double screw end pieces

No. 201J251.
Each..... **2.40**

Polaroid Fits-On Glasses

Curved Polaroid Plastic Fits-on 6 base curve. Lightweight plastic lens. Vest pocket case.

No. 201J193. 1 to 11 Each..... **1.67**
12 or More Each..... **1.55**

Cool-Ray Sun Glasses

Graceful Streamlined Frames. Drop-eye optically ground and polished green toric lenses. Each pair in case.

No. 201J195/1 Pink crystal frames.
1 to 11. Each..... **1.06**
12 or More. Each..... **.95**

COOL-RAY — POLAROID

Popular Makes and Shapes In Popular Priced Sun Glasses

Cool-Ray Ladies' Sun Glasses

Ladies style in beautiful rose amber frames. 6 base curve lenses protect your eyes from sun burn and heat rays. Each pair in case.

No. 201J257. 1 to 11 Each..... **3.30**
12 or More Each..... **2.97**

Cool-Ray Aviation Style Sun Glasses

Metal Frame in White Gold Finish. Large curved lenses specially formulated to keep eyes in the "safety zone" protected against harmful infra-red and ultra-violet rays. Each pair in leather case.

No. 201J241. 1 to 11. Each..... **3.97**
12 or More Each..... **3.57**

Cool-Ray Hi-Brow Sun Glasses

6 Base Curved Lenses in Green. Crystal frame. Each pair in case.

No. 201J238.
1 to 11 Each..... **1.97**
12 or More Each..... **1.77**

Cool-Ray Aviation Style Sun Glasses

Metal Frames in White and Yellow Gold Finish with sweat guards. 6 base curved lenses optically ground and polished to absorb sunburn and heat rays. Each pair in leather case.

Cool-Ray Fits-On Glasses

Metal Frame in Yellow Gold Finish. 6 base curved lenses in green. Each pair in case.

No. 201J196. 1 to 11. Each..... **1.67**
12 or More. Each..... **1.50**

Polaroid Hi-Brow Sun Glasses

Scientifically Filter Reflector Glare Glass. Smooth shape in crystal frame. Each pair in case.

No. 201J237. 1 to 11. Each..... **1.80**
12 or More. Each..... **1.67**

No. 201J242. White Frames.
1 to 11 Each..... **5.00**
12 or More..... **4.50**

No. 201J243. Gold finish frames.
1 to 11. Each..... **6.67**
12 or More..... **6.00**

NOW! **13** INCHES OF THE **BEST DRESSED DOLL** IN AMERICA TO RETAIL AT **2.98**

...Reina s bevy of best dressed dolls in America, now 13" tall, boast movable heads, arms, legs. Genuine mohair wigs, hand painted faces. Washable, unbreakable, plastic bodies. Individually gift-window boxed. To retail at 2 98

REINA DOLL CORP.
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the all new Remington

PERSONAL TYPEWRITER

THE ONLY OFFICE TYPEWRITER IN PERSONAL SIZE

Here is the leading portable today—the All New Remington Personal 15 exclusive and plus value features give fast, smooth, accurate "office typewriter" performance. Check the features below and you'll know why people everywhere are talking about—and buying—the All New Remington Personal Typewriter.

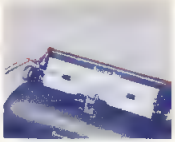
Amazing MIRACLE TAB!

One key quickly, easily sets and clears tab stops from keyboard—just a flick of the finger.

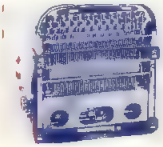
FOUR EXCLUSIVE FEATURES OF THE ALL NEW REMINGTON

SIMPLIFIED RIBBON CHANGER
One motion releases old ribbon from carrier one stroke of type bar locks new ribbon in place!

FINGER FITTED KEYS
One-piece glare proof keys for greater typing comfort and speed.



LARGER SIZE PLATEN
Grips and holds paper tighter gives neater, more accurate typing.



SUPER STRENGTH FRAME
Eliminates distortion keeps all operating parts in perfect balance.

Plus!

- **Feather Light Segment Shift.**
- **High Speed Escapement.**
- **Sure Grip Paper Feed.**
- **Ball Bearing Mounted Carriage.**
- **Accelerated Type Bar Action.**
- **Variable Line Spacer—Line Locater.**

(A) No. RR1—Without Miracle Tab. Has all other features described above. List $79.50, with DeLuxe Carrying Case. Each **$59.82**
(Plus $4.98 F.E. Tax)

(B) RR2—With Miracle Tab, plus all other features described above. List $84.50, with DeLuxe Carrying Case. Each **$63.37**
(Plus $5.29 F.E. Tax)

WHEN ORDERING, SPECIFY PICA OR ELITE TYPE

REPLOGLE GLOBE MAPS

10" EDUCATOR MODEL

Most detailed 10" globe map ever published. Shows all the latest information. More than 8,000 place names, including railroads, steamship routes, deserts, highways, waterfalls, glaciers, mountains, islands, etc. Mounting is rich brown and gold

319P1. Each, list **$4.20**
$3.50 Retail

319P2. 12" **Model.** Each, list..... **$5.70**
$4.75 Retail

10" EXPLORER MODEL

Detailed, up-to-date globe map. New beautiful brass-plated meridian, rich brown and gold finish on base

319P3. Each list **$5.40**
$4.50 Retail

319P4. 12" **Model.** Each, list **$8.10**
$6.75 Retail

7" GLOBALIGHT MODEL

Beautiful, accurate illuminated globe. Makes a decorative radio lamp or night light. Fine for viewing television. Up-to-date map contains 1,500 place names. When lit, every name stands out sharp and clear. A wonderful gift for any occasion

319P5. Each list **$8.10**
$6.75 Retail

10" WONDER WORLD FOR CHILDREN

A pictorial globe especially for children. Map in brilliant three-dimensional colors. Shows air routes, pictures of boats, planes, animals. Comes with a colorful, beautifully illustrated book "The World is Yours," which teaches the use of the globe in stories, games and puzzles

319P6. Each, list **$7.20**
$5.95 Retail

12" GLOBE-ATLAS COMBINATION

Includes an up-to-date globe and a big 285-page atlas. Globe shows over 8,000 place names in large, easy-to-read type and atlas contains detailed maps for every section. Atlas fits into a handsome brass-oxidize plated base with matching meridian both of unbreakable steel construction

319P7. Each, list **$17.70**
$14.75 Retail

LARGE 12" ILLUMINATED MODEL

Complete new, up-to-date globe map, containing a vast amount of detail. Clearly illustrates every nook and corner of the earth. Base and meridian of unbreakable steel brass plated and highly polished. A truly distinctive model.

319P8. Each, list **$24.00**
$19.95 Retail

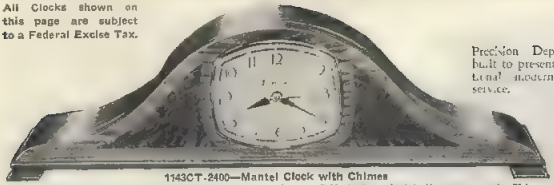
12" LIBRARY GLOBE

All-steel Library Globe—a strong, durable model. 12" globe of all-steel modern construction. New, up-to-date map is mounted by hand. The result is a stronger, smoother globe. Handsome base and meridian is cast in one piece and is entirely unbreakable. Like all Replogle globes the map can be cleaned with a damp cloth. Mounting is brass plated and highlighted.

319P9. Each, list **$16.20**
$13.50 Retail

All Clocks shown on this page are subject to a Federal Excise Tax.

Precision Dependability skill of the master craftsman. Clocks built to present day exacting standards of time accuracy. Traditional modern designed for beauty and years of unfailing service.



1143CT-2400—Mantel Clock with Chimes

Mantel Clock with low resonant chimes in a streamlined case. Self-starting electric time movement. Chimes the quarter hours on 4 chime rods and strikes the hours on a chord of 4 rods. Hands can be turned back or forward without incapacitating the chiming mechanism. Available in Mahogany with Burl inlay or American Walnut with Burl inlay. Silvered dial with black gold-edged numerals. 20" x 5½" x 3½". Specify finish. Mfrs. Sugg. Retail $41.00

MINIATURE ELECTRIC GRANDFATHER CLOCKS

Self Starting Electric Movements

Authentic Reproductions of Floor Models

1203CT-3450—The "Imperial"

A true reproduction of the traditional hall clock in one-fourth regular size, made suitable for living room, library or den. Westminster Chimes sound the quarter hours on four chime rods, and strike the hours on a chord of four rods. Self starting electric movement with swinging pendulum. Powered by a "Hansen" motor. Metal etched dial. Classic ornamental wood case finished in mahogany or walnut veneer. Height 18¾", width 5⅜", depth 4½". Specify finish. Mfrs. Sugg. Retail $57.50

1204CT-1457—The "Colonel"

"The Striking Colonel" an authentic reproduction of an Early American Grandfather clock with synchronized swinging pendulum. Self-starting **"Foole" striking movement** tolls the full hour and strikes the half-hour on individual tone chime bars. Metal etched dial. Roman numerals on white enamel. Solid Richly ornamented molded plastic case in mahogany or walnut finish. Self-starting motor. 110 v. 60 cy. AC. 12" x 6½" x 4½". Specify finish. **Retail $24.95**

1115CT-935—Similar **without chime** tone bars. Mahogany finish. Ret. $19.95

1205CT-897—The "Chippendale"

Designed and reproduced from an original hand-carving of the Chippendale period in bedroom quality. Case ornamented in bold relief with detail highlighted by gold tipping. Metal etched dial and ornate hands encased under convex glass, polished brass finial, walnut finish. Powered by Hansen Synchron self-starting electric motor known for precision and dependability. 110 v. 60 cy. A.C. 16½" high, 8¾" wide, 2¾" deep at base. Mfrs. Sugg. Retail $34.95

1206CT-2800—Imported "Black Forest" Cuckoo Clock

The fine art of wood carving is appreciated in the rustic design of this imported "Black Forest" Cuckoo clock. Polished to satin finish, bronzed chain weights with brass chain. Thirty-hour cuckoo wind movement. Cuckoos the full hour and once on the half-hour with gong strike. Bird appears when striking. Height overall 13" width at table 10"

Mfrs. Sugg. Retail $44.95

Grandmother Millicent

Full Size Floor Model Electric Clocks With Westminster Chime Striking

Grandmother Clock — Grandfather Clock

Grandfather Hale

Floor Model Chime-Strike Electric Clocks

Old charm in a modern world. Revere Grandmother "Millicent" and Grandfather "Hale" chiming clocks combine tradition with modern precision time mechanisms. Honduras mahogany cases, hand-rubbed to satin-smooth finish. "Westminster Chimes" accurately and beautifully reproduced in the deep, rich tones of tubular bells. Four notes sound the quarter-hour, eight on the half-hour, twelve on the three-quarter hour; and the full sixteen-note melody on the hour is followed by the hour strike on a fifth tubular bell

1187CT-11310—"The Millicent" Grandmother Clock with Chimes

This clock exhibits all the grace and charm of the popular "Grandmother" style. Graceful, enchanting design. Two-tone high-lighted mahogany case. Etched dial silver numeral circle on satin gold finished background with bright scroll corners and shell motif. Famous Westminster Chimes and Telechron self-starting electric motor. 70" high, 14½" wide, 8½" deep. F.O.B. Cincinnati Factory. Mfrs. Sugg. Retail $195.00

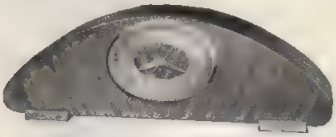
1168CT-22810—"Hale" Grandfather Clock with Chimes

Highly appealing Colonial model with five tubular bell "Westminster Chimes." Strikes quarter hours on four bells, with extra tubular bell of deep tone for the hour strike. Honduras Mahogany case. Gold dial with moving Moon dial. Telechron self-starting electric motor. 75½" high, 18¾" wide, 12" deep. F.O.B. Cincinnati Factory. Mfrs. Sugg. Retail $295.00

Electric Mantel Clocks

Striking Each Quarter Hour on Famous Westminster Chime Notes

All the charm of cathedral bells is received in these handsome, modern Revere Electric Mantel Clocks that strike the hours and quarter hours on musical chime notes. Equipped with chimetone rods which reproduce the harmony of long-famous "Westminster Chimes"—four notes softly sound the quarter hour, eight on the half hour, twelve on the three-quarter hour. The full sixteen-note melody is followed by a deeply toned chime announcing the hour.



1202CT-3090—Revere Mantel Clock with Chimes

Modern streamlining combined with yesteryear's "Westminster Chimes" this Revere mantel model is styled in two-tone finish mahogany and case silver finished dial with distinctive center treatment. Raised gold colored numerals and hands highly polished gold colored bezel. **Telechron self-starting electric motor.** 6½" high, 19" wide, 4½" deep. **Mfr's. Sugg. Retail $50.00**

Revere Chiming Mantel Clocks combine the traditional "Westminster Chimes" with modern developments in time accuracy and most-chosen designs in cases. For the modern home, there is no happier combination than complete dependability and the long-cherished charm of the striking clock, in styles and designs which harmonize with either modern or traditional furnishings. Revere mantel clocks are powered by the well known Telechron self-starting electric motor—are made from the finest materials—are produced by highly skilled craftsmen—all of which assures quality and dependability.

1169CT-3300—Blond Wood Mantel Clock with Chimes

Streamlined, modern Mantel Clock with soft, pleasant Westminster Chimes. Natural blond case is fashioned of Avodire—a rare African wood. Silver finished dial with cut out center. Raised gold numerals with gold hands and bezel. Telechron self-starting, electric motor. 6½" high, 18" wide, 4¼" deep. **Mfr's. Sugg. Retail $55.00**

All Clocks shown on this page are subject to 20% Federal Excise Tax.

1171CT-2880—2-Tone Wood Clock with Chimes

A new interpretation of a popular Tambour style Mantel Clock with the Melodious Westminster Chimes in 2-tone case of Mahogany with Bird's-Eye Maple panels. Silver finished dial with raised bronze figures. Gold bezel. Telechron self-starting, electric motor. 8¼" high, 18½" wide, 5⅝" deep. **Mfr's. Sugg. Retail $48.00**

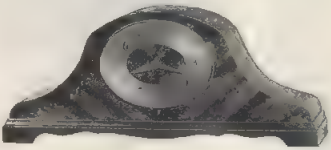
1168CT-3800—2-Tone Wood Clock with Chimes

Graceful oval-face low tambour Mantel Clock with Westminster Chimes. Mahogany case with Bird's Eye Maple panels. Satin silver finished dial, raised numerals, gold bezel. Telechron self starting, electric motor 8" high, 20¼" wide, 5¼" deep. **Mfr's Sugg. Retail $60.00**

1170CT-4200—Mahogany Clock with Chimes

Charm and elegance are portrayed in this splendid Tambour mantel clock. Rich, mellow Westminster Chimes. Matched grain mahogany case with carved base and top decoration. Dial is silver plated with raised gold plated ornamentation. Raised bronze numerals. Telechron self-starting, electric motor. 9⅜" high, 19⅝" wide, 5⅜" deep. **Mfr's. Sugg. Retail $70.00**

Grandfather Floor Model and Grandmother Models of Revere Electric Clocks in Facing Page



1165CT-2520—Mahogany Clock with Chimes

Beautiful smartly styled oval-faced low Tambour Clock with famous Westminster chimes. Mahogany case with mahogany finished center on silver finished dial. Gold bezel. Telechron self-starting, electric motor 6⅝" high, 16⅜" wide, 4½" deep. **Mfr's. Sugg. Retail $42.00**

★**NOTICE** All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not a price at which Bennett Brothers will sell. See Page 419 for Trade Information.

THE NEW RICHARDSON "26"

BIG PERFORMANCE!

When you see Richardson's new "26" at the shows, you'll find her fundamentally the same as the popular pre-war "Little Giant". She is maneuverable and seaworthy . . . has big-boat performance in any water. A Class I boat capable of either weekend-ing or extended cruising.

BIG COMFORT . . .

Her full-headroom cabin is comfort supreme . . . large, screened windows for light and ventilation. The "Little Giant" has four comfortable berths, fully-equipped toilet, ample locker space. Complete galley with metal sink and two-burner alcohol stove. Covered cockpit affords protection.

LITTLE PRICE TAG!

Dollar for dollar, there is no greater boat value than the Richardson "Little Giant". Round-bilge hull is mahogany and/or cedar planked on white oak framing. Standard motor is a Gray 93 H.P. or Chrysler 92 H.P., other power available. See a Richardson dealer today.

See the 1950 Fleet

RICHARDSON

Cruisers of Tomorrow at the Shows

BELOW
The "31" Standard Sedan — Sleeps four. Club Sedan—Sleeps six. Full headroom, complete equipment. Choice of single or twin power.

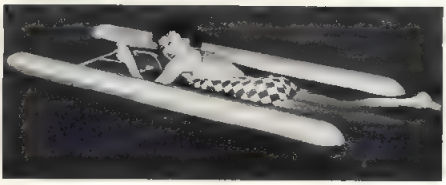
BELOW RIGHT
The "35" De Luxe Cruiser — Sleeps six. Richly-appointed deckhouse and cabin for luxurious living. Round-bottom hull, twin power.

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

It's new! It's different!

The HYDROCYCLE

A Hand Propelled
Water Machine
For Fun, Exercise
and Safety



Ideal for Recreation, Life Saving and Swimming Instruction
An Excellent Health Builder

Swimmers and non-swimmers can use the Hydrocycle with safety. It has sufficient buoyancy to support the heaviest man and is not easily overturned.

To use, the operator lies in prone position with hands gripping the cranks. Cranks activate propeller under stomach support, and control the speeds while the feet turn or guide the machine by moving to one side or the other.

The Hydrocycle is scientifically engineered of highest grade materials, by skilled mechanics. It is constructed mostly of aluminum and weighs about 50 pounds All gears run in oil and are well protected.

The Junior Model Hydrocycle provides ideal exercise for crippled children, especially those crippled in the lower extremities as they can lie on the stomach support and get good arm, shoulder and back exercise with safety, as well as concentrating on their crippled legs and moving and kicking them all they are capable of doing.

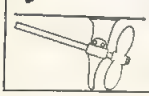
PRICE — Adult Model $235.00
Junior Model 210.00
TERMS: ½ WITH ORDER, BALANCE C.O.D. FACTORY

RING HYDROCYCLE CORP. 402 SO. FAIR ST., OLNEY, ILLINOIS

All these features with
AR-KAM
Propeller shaft strut

Easy fitting—perfect alignment—removable hub for bearing replacement—strength—replacement of either half, in case of damage, at half cost.*

To install, cut off to the desired length and angle, using the propeller shaft as a guide, and drill two holes for the bolts.



Made in six sizes, ⅝ to 1⅜, with or without propeller guard.

(*Less bearing)

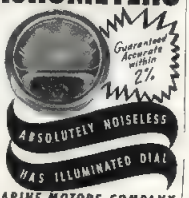
For complete information write

AR-KAM Machine Company
73 Chapel St., East Hartford 8, Conn.

"No Cable" TACHOMETERS

THEY COST YOU LESS

● We've *got* something here. A new improved electrical Tachometer that requires no cable or take off for inboard engines with magneto or battery ignition. Easily mounted on instrument panel and/or other locations on the boat for continuous accurate RPM readings.



For full information write —

FEDERAL MARINE MOTORS COMPANY
9011 COTTAGE GROVE AVE.
CHICAGO 19, ILLINOIS

SINCE 1889 .....CONTINUED LEADERSHIP
in the Marine Field...

KUHLS *must be right*
KEEPS YOUR BOAT
TRIM and WATERTIGHT

ELASTIC SEAM COMPOSITIONS
GLUES • CEMENTS
PRESERVATIVES

ELASTIC SEAM COMPOSITION No. 1—For deck seams
ELASTIC SEAM COMPOSITION No. 2—For hull seams
SEAMLAST—A mastic type seam filler for hulls
SEAM PAINT—A primer for deck and hull seams
CANVAS CEMENT—Cementing or repairing canvas decks, etc.
"AVIO" — Aer-O-Nautic — Liquid marine glue
TROWELAST—For surfacing decks etc., in iron, wood, steel, etc.
3 WAY PRESERVATIVE—For Wood, Canvas and Rope (Clear Color)
BRUSHLAST—For surfacing cracked canvas—for hard racing bottom finishes
BEDLAST—For bedding, mouldings, deck hardware, etc
CANVAS PRESERVATIVES—serving canvas covers, etc. For waterproofing and pre-
FIREGARD—Fire resisting canvas preservative
LINOLAST—A waterproof linoleum cement
DOUBLE PLANK CEMENT—For double plank boat construction
PATCHLAST—A waterproof elastic adhesive for patching canvas

FREE Latest Instructive Booklet with Composite Boat Chart at the Show, Your Dealer or Write Direct

VISIT US AT THE SHOW — BOOTH 141

SINCE 1889 H. B. FRED **KUHLS** 65th Street & 3rd Ave. BROOKLYN, 20 N.Y.

We're All Singing The Praises of . . .

• • • Roberta's latest line of beautiful dolls — and you'll be singing along with the rest of us, once you've seen what Roberta is offering in 1950.

Permanent Showroom:

ROOM 519

200 Fifth Avenue Building

- all plastic character dolls
- all plastic girl dolls
- all plastic bride dolls
- baby dolls featuring plastic heads — latex and vinyl arms and legs

• • • And introducing the newest and just-born member of Roberta's family—

- Baby Babette

Roberta Doll Co., Inc.

39 W. 19th St., N. Y. C. — 200—5th AVE., NEW YORK 10, N. Y., ROOM 519

VELVET SKIN • BRIDE • GIRL and PARTY DOLLS

1950 is Cinderella CLEANING SET Year!

AT SUGGESTED RETAIL PRICES
1.00-1.50-2.00-2.50-3.00-3.50-4.00

DURING TOY FAIR
McALPIN HOTEL
ROOM 871

NORSTAR Corporation

895 East 167th St. New York 59, N. Y.
SHOW ROOMS - SUITE 440-430 5th AVE. N. Y.
WEST COAST REPRESENTATIVE MURRAY FIELDS OAKLAND

We're All Singing The Praises of . . .

. . . Roberta's latest line of beautiful dolls — and you'll be singing along with the rest of us, once you've seen what Roberta is offering in 1950.

Permanent Showroom:

ROOM 519

200 Fifth Avenue Building

- all plastic character dolls
- all plastic girl dolls
- all plastic bride dolls
- baby dolls featuring plastic heads — latex and vinyl arms and legs

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- Baby Babette

Roberta Doll Co., Inc.

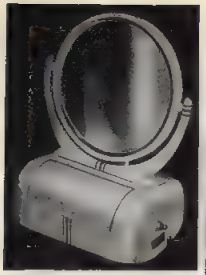
FACTORY
39 W. 19th ST., N. Y. C.

200—5th AVE., NEW YORK 10, N. Y., ROOM 519

VELVET SKIN • BRIDE • GIRL and PARTY DOLLS

Men's Toiletries

Shaving and Make-up Mirrors, and the correct toiletries for men. Excellent gift suggestions for all occasions.



1102ET-930—Acme Lite Mirror
Electric mirror with beveled plate glass mirror, reversible and backed with magnifying mirror. Storage container for reverse shaver accessories or make-up materials. Push switch and electric outlet for shaver or curling iron.
Mfr's Sugg. Retail $19.95

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell.—See Page 419 for Trade Information

732XT-975—Rolls Razor
732/6XT-900—Same in quantities of 6 or more
The only safety razor that makes every shave to order. British Sheffield steel lifetime blade; hollow-ground to an edge that assures a perfect shaving edge year after year. Built-in automatic strop and hone tunes up blade to suit any beard. Rolls close-proof guards and blade insure a correct shaving angle. Complete in gleaming metal case.
Established Retail $15.00

8811T 667—Shaving Mirror
An excellent quality chrome mirror and magnifier. Heavy casting base that won't tip over. 8" polished beveled mirror on one side and a genuine Acme crystalclear shadowless magnifier on the other side. Stays Put when tilted to any position.
Mfr's Sugg. Retail $10.00

5798T-210—Combination Extension Mirror
Extension bracket folds tight against wall or extends 18". Fitted with 5½" magnifying mirror on one side and fine regular mirror on reverse side. All chrome finish. Men like this mirror for shaving, women use it for close view making up. Can be used to obtain a rear view from a wall mirror.
Mfr's Sugg. Retail $3.50

8812T-375—Men's Gift Set
After shave lotion has a clean, crisp scent, and is smooth and bracing to the skin. Bottle of "Finale" cologne specially developed to suit the well groomed man. Smartly designed spiral bottles hold 4 ozs. each. Attractively gift packaged.
Suggested Retail $5.00

8742T 200—Shaving Set
Attractive Pottery Shaving Gift Set. Contains pottery shaving mug with shaving soap 3 vases containing after shave lotion, after shave talc and men's cologne. **Mfr's. Suggested Retail $3.00**

Minimum order 3 Pieces on Gift Sets and Lotions.

1103ET 563—Acme Electric-Lited, Junior Mirror
A streamlined modern designed mirror and magnifier, has razor plug-in light switch, bulb and six-foot cord. Mirror reverses easily to a true-color Acme magnifier. Is light in weight and finished in soft ivory. Mirror can be tilted to any position.
Mfr's Sugg. Retail $9.95

8813T-300—Shaving Set
2 piece set consists of 4 oz. spiral bottle of after shave lotion and shaving bowl with lather shaving soap. Lotion has clean, crisp scent and is soothing to the skin. Handsomely packaged in gift box.
Suggested Retail $4.00

Shaving Brushes
Excellent quality shaving brushes with 4½" cured bristles set in plastic handles are of clear lucite with white paste ferrules. All bristles are fully sterilized at factory and shipped in sanitary containers. Choice of pure badger hair or mixed bristle-badger.

	Sugg. Retail
8744T-400—All pure badger hair	$3.95
8743T 235—Mixed bristle badger	3.50

8814T-263—After Shave Lotion
Smartly designed 8 oz. spiral bottle of after shave lotion is clean, crisp and refreshing to the skin. Gift Packaged.
Suggested Retail $6.50

8815T-375—Cologne
8 oz. spiral bottle of "Finale" cologne for the well groomed man. A masculine cologne, correct for men. Attractively gift boxed.
Suggested Retail $3.00

8816T 263—Men's Gift Set
2 piece shaving set by Alfred Dunhill contains 4 oz. spiral bottle of after shave lotion and after shave talc. The talc is invisible, fresh scented, lightens beard and refreshes skin. Gift Boxed. **Sugg. Retail $3.50**

SCHICK SUPER

"MUST

OUTSHAVE BLADE RAZORS

... OR YOUR MONEY BACK!"

America's No. 1 Shaver

760XT-1462—The New Schick SUPER Shaver with improved V-16 Shearing Head and Intercepter Bars

Schick Travel Kit

764XT-2200—A genuine leather kit with Zipper closure, containing rotating contra rotating nylon brush, 30 micro toothbrush charger, full length cord, smart fitting brush and one of new SCHICK SUPER SHAVER. (Fed Tax on Cut) Established Retail $33.85

Big New National Advertising Campaign by Magazines, Radio and Television

761XT 1137—The New Schick COLONEL Shaver with 3-M Hollow-Ground Shearing Head

761/6XT-1050—Same in lots of six or more. Made to shave cleaner, closer than ever with the new 3-M Hollow-Ground Shearing Head. Ivory housing with sides ribbed for non slip grip and hinged-on Whiskits. Smooth running, long life motor for A.C. or D.C., 110-120 volts. Complete with cord, cleaning brush, shearing headguard in handsome traveling case. Established Retail $17.50

766/6XT-1350—Same in lots of six or more. It's new from the sound up—new in looks, new in power, new in shaving ease and comfort. Stop-Start Switch turns motor on or off at finger touch. Power packed motor speeds V-18 Shearing Heads through toughest whiskers. Nylon cushioning, actuating lever give superior performance. Ivory housing designed for beauty and duty with one side ribbed for non-slip grip. Stay-on Whisk-Its, blended into shaver, catch all beard clippings. Complete with cord, cleaning brush, shearing headguard in handsome travel case. A.C. or D.C., 110-120 volts. Established Retail $22.50

INVERTER

For All Shavers

CHANGES A.C. to D.C.

"Ranger" Inverter in Ivory Plastic 783XT-825—Changes normal current from AC to DC giving faster, smoother, more comfortable shaving. Increases shaving power cuts shaving time. Attractively packed. 783/12XT-297—12 or more, Mfr's. Sugg. Retail $4.95

754XT-517—Schick Shaverest

754/6XT-477—Same in lots of six or more. Convenient, automatic Wall Holder for any Schick Shaver, it holds shaver finger-handy beside mirror. Stops current automatically. Zips up cord. Complete with zip-up shaver cord, cord to attach to current outlet and fixtures for mounting on wall. A.C. or D.C. Established Retail $7.95

"SWEET RONNIE"

TWO WORDS FOR BEAUTIFUL

FOR 1950
AT
POPULAR
PRICES

Baby "Ronnie"

A
COMPLETE
NEW LINE

TOO BEAUTIFUL For WORDS

IRVING KAUFMAN
Representing

HOTEL McALPIN
ROOM 1140

RONNIE DOLL CO., Inc.

5216 3rd AVENUE **BROOKLYN 20, N. Y.**

INTERNATIONAL DOLL CO.

Mollye Creations

Invites you to
Rooms 735 and 736-Hotel New Yorker

where you will see the most spectacular original line of dolls ever offered by *Mollye*. Promotional items advertised by Newspapers, Television, Radio and Air. We are offering the best workmanship and style with new low prices.

•

In attendance at our only showrooms
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1108 Merchandise Mart, Chicago, Ill.
MILLER & STOWERS
19 S. LaSalle St., Chicago, Ill.

Permanent Showroom
6510 Upland St., Philadelphia, Pa.
SA 9-4079—80

ROUNDUP

Trade Mark Reg.

"THE LINE YOU CAN'T GO WRONG WITH"

GENUINE

LEATHER HOLSTER AND PISTOL SETS

SEE US AT THE **TOY FAIR** HOTEL McALPIN ROOM 851-849

Manufactured By

CARNELL MFG. CO., Inc.

772-778 FULTON ST. • BROOKLYN 17, N. Y.

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Western Representative
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9008 Wilshire Blvd.
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ENTERPRISE

Announces!

Its association with

M·E·MECHNER CO.

200 FIFTH AVENUE

ROOM 455

See Our

Complete 1950 Line of . . .

STUFFED TOYS & NOVELTIES

SOFT DOLLS · ANIMALS ON WHEELS

PRESENTING

Outstanding Values

FOR JOBBERS · CHAINS · DEPT. STORES

•

ENTERPRISE TOY CO.

FACTORY
17 WEST 17th ST.
NEW YORK, N. Y.

PERMANENT DISPLAY
M. E. MECHNER CO.
200 5th AVE., ROOM 445

Push Button Knife

World's Fastest Knife!

The knife you press a button and it opens instantly! Has a safety catch that locks the blade open. Can be used with one hand. Push button releases blade. Has a [illegible] blade. Attractively [illegible] White bone handle and chain [illegible].

N 8465 PUSH BUTTON KNIFE. Price Postpaid . **$1.00**

MYSTERY KNIFE

Open & Closed With One Hand—No Broken Fingernails

The Automatic Knife. Easy to open, easy to close. Is very simple to open once you know combination, yet those not familiar with secret might take a long time catching on. 3-in. closed. Solid brass linings, [illegible] ebony bolsters, razor steel [illegible].

N 8416. Mystery Knife. Postpaid . **$1.25**

Knife Throwing Set

Complete Set, Instruction Folder, Target and Four Balanced Throwing Knives

The most modern development of the ancient art of knife throwing is the popular set of throwing knives complete with target and instructions. Describe[illegible] the amazing [illegible] knife it has made knife throwing [illegible]. Easy thrown; hard hitting. [illegible] and farther from target. Set includes four **TRUE-IN-FLIGHT KNIVES** forged of high [illegible] colored bull's eye on each side.

No. 8818 KNIFE THROWING SET Postpaid **$6.95**

WHISTLING BOBBER

Whistles When Fish Bites Your Line!

Sensation of the Sport Shows! [illegible] you when a fish is on the line! $5.00 worth of fun and fish. Well made of durable plastic with [illegible] 2 for $1.25

No. 4116 Price Postpaid **75c**

Big Outdoor Knife

"Keen as a razor, strong as an ox"

Non-slip laminated [illegible] aluminum knob. Lifetime duty blade with [illegible] Ideal for trappers. Big, powerful. Long, 5-in. blade. Top grain leather sheath.

No. 8405. Postpaid... **$3.00**

Royal Finn Hunting Knife

Made by skilled craftsmen in Finland. [illegible] steel [illegible] Swedish [illegible] tell [illegible] [illegible] [illegible]

★ Leather Sheath
★ 9¼ Inches Long

Hunting and Fishing
SABER KNIFE

No-Slip Handle ★
Keen Blade ★

A Really High Grade Knife At A Moderate Cost

This is the ideal outdoor knife—an indispensable part of the equipment of sportsman, tourist, Boy Scout or camper. It is not an inferior knife made to sell at a price, but made by one of the oldest and largest manufacturers of hunting knives in the U.S.A. Its utility far exceeds its modest cost. As a protective implement, it is always ready for any emergency.

Always Dependable—Always Effective

This fine new HUNTING KNIFE is the ideal knife—an all purpose knife for hunting, fishing or canoeing. Thousands of Boy Scouts own these knives. Whether you are cutting your way through underbrush, sharpening tent stakes, slicing bacon, dressing game, or doing one of the innumerable other jobs a sportsman asks a knife to do, you will find it handy.

BIG, STRONG AND HUSKY

The knife is FULL SIZE, with a big, strong blade measuring about 5¼ inches long—strong, big and sturdy. This blade is made of FINE CUTLERY STEEL, chromium plated, with mirror-like finish. It is especially curved so as to make it just right for outdoor service, with keen, sharp point to find its way quickly and effectively. The finely ground blade makes cutting simple and easy. The Knife is fitted with a special guard between the blade and the handle to make your hold more certain. This not only helps your grip but helps keep the knife from slipping. Fitted with one-piece hard rubber handle, 4¼ inches long, correctly shaped to fit the hand.

Comes With Genuine LEATHER SHEATH

Each Knife comes to you safely encased in its own GENUINE LEATHER SHEATH, as illustrated. The top of the sheath is slotted so that you can carry it on your belt and it also has a strap that holds the Knife firmly in the sheath while carrying it.

PRICE ONLY $1.75

This knife was made to sell at a much higher price, but a large contract with the manufacturer enables us to offer this SPLENDID HUNTING KNIFE to our customers AT AN EXCEPTIONALLY LOW PRICE and we pay the postage in addition. At this price it is undoubtedly a VERY GREAT BARGAIN. You should RUSH your order as we may not be able to repeat this offer. It is very long [illegible] make [illegible] while [illegible] ready to perform [illegible] duties. The heavy backbone of [illegible] especially powerful for heavy work such as [illegible] dressing [illegible] and will withstand more punishment than many other hunting knives.

Saber Blade
$1.75

No. 8101. HUNTING KNIFE, Saber Blade, Complete with Leather Sheath. Price Postpaid $1.75

464 ★ Johnson Smith & Co., ★ Detroit, Mich.

REFUND CHECKS OF MAIL ORDER HOUSES ACCEPTED, including Sears, Wards, Aldens and others.

Push Button Knife

World's Fastest Knife!

The knife you press a button and it opens instantly! Has a safety catch that locks the blade open. Can be used with one hand. Push button releases blade. Has a [illegible] blade. Attractively [illegible] White bone handle and chain [illegible].

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★ Leather Sheath
★ 9¼ Inches Long

Hunting and Fishing
SABER KNIFE

No-Slip Handle ★
Keen Blade ★

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REFUND CHECKS OF MAIL ORDER HOUSES ACCEPTED, including Sears, Wards, Aldens and others.

THE NEW OFFICIAL

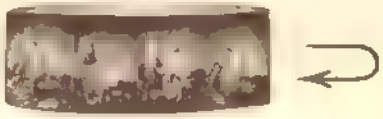
Roy Rogers

MOVING PICTURE LAMP

$4.95 RETAIL
STANDARD DISCOUNTS

*A PROFITABLE PROMOTION

for the Toy Department



DESCRIPTION Full Color action pictures of Roy Rogers and wonder horse Trigger revolve past two large viewing windows (2½ x 4") in outer shade, decorated with brilliant reproduction of Rodeo scenes by famous artist. The outstanding value in Children's action lamps.

SPECIFICATIONS 17" tall
Embossed parchment shade, 11" dia., 7½" high.
No mechanical parts
Listed by Underwriter's Laboratories.
Individually packed in especially constructed and decorated 200 lb -test carry out carton 12 x 11¼ x 12¾". Shipping weight 4 lbs.

SELLS ITSELF the YEAR 'ROUND

A Leading Department Store sold 532 lamps the first day!

Several Leading Department Stores sold 10 times their ad-cost within two weeks!

Leading Jobbers sold 1,000 lamps per month!

A Leading Childrens Magazine sold 1,135 lamps, through its special issue!

A Mail Order Company shipped 1,200 lamps in six weeks!

(Names upon request)

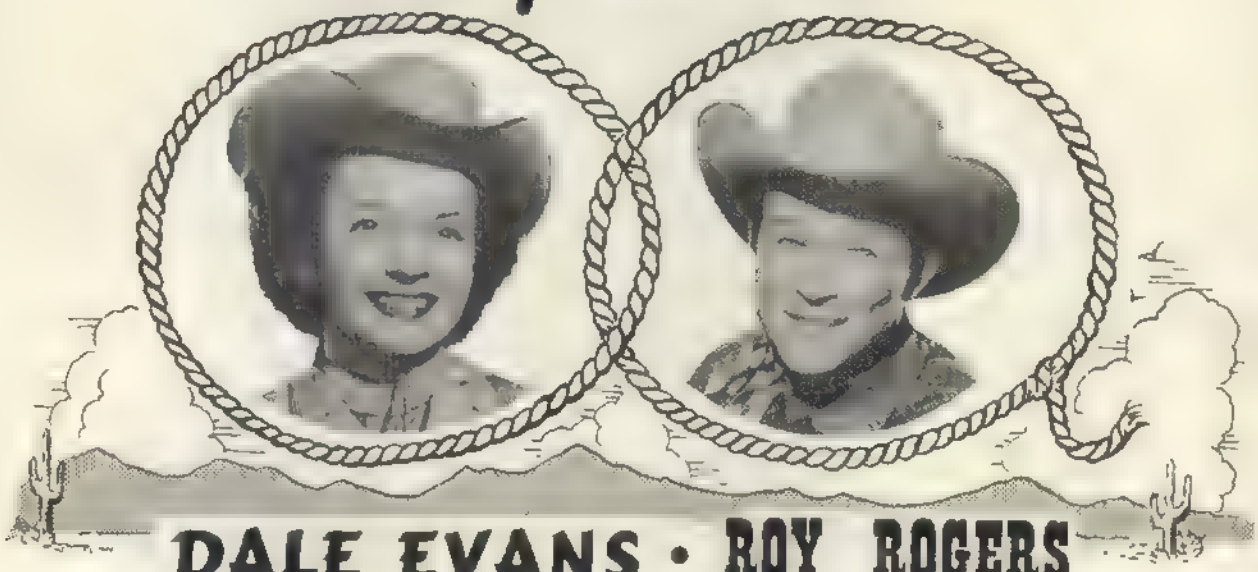
*TESTED SALES PRODUCING MATS and ELECTROS FREE ON REQUEST

Write, Wire, Phone TODAY!

PEARSON INDUSTRIES
540 N. LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS

See Us at the Toy Fair Room 207 Fifth Ave. Building

TEAMWORK PAYS OFF *in Profits!*



DALE EVANS • ROY ROGERS

New Selling "Pardners!"

NOW! Leslie-Henry, famous for Roy Rogers "Golden '49er" pistols and spur sets, introduces a new line featuring DALE EVANS! Here's your perfect team for sales to boys *and girls* The new genuine leather Dale Evans holsters and 50 shot pistol sets are smartly designed with the girls in mind!

Leslie-Henry is an "old hand" at teamwork of another sort too. Teamwork which pays off just as highly. America's leading manufacturer of cowboy merchandise understands the importance of finely knit cooperation with its dealers. Quality, value-packed merchandise on our part, and sound merchandising on theirs . . . for a team that's hard to beat for sales *and profits!*

Attention West Coast Buyers: A complete stock is maintained in our California plant to speed and economize delivery.

WATCH FOR . . .
Exclusive, New Cowboy Star Items and Other New Roy Rogers and Dale Evans Merchandise. See them!
Permanent Showroom:
Room 404 - 1107 Broadway
New York, N. Y.
Toy Fair Exhibit:
Rooms 808-810
Hotel McAlpin, New York, N. Y.

Leslie-Henry Co.

Mount Vernon, N. Y.

Showroom: *1107 Broadway, New York 10, N. Y.*

M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

Sears Big Christmas Roundup of Western Apparel

Head-to-toe Togs Approved by—

Roy Rogers
King of the Cowboys

A $2.87 B 98c C $4.69 D 94c E $1.94 F $1.84 Pair G $2.59 Pair H $1.49 Pair

A Sizes 4–12. Roy Rogers Sanforized Twill Gabardine Shirt. $2.87 Has Roy 'n' Trigger embroidered on collar. Fringed yoke, white piped collar, 3-button cuffs. Washfast. *State color* combination maroon, brown or royal blue. *State size* 4, 6, 8, 10, 12. Chart on pg. 144
43 N 3499—Shpg. wt. 9 oz.... $2.87

B Scarf of Gleaming Rayon Satin. 98c With bold, overall Roy Rogers and Trigger print. Adjustment slide is of sparkling nickel plate. Adds glamour and a dash of color to any western outfit. Hand wash separately. *State color wanted* red or gold. Order today
43 N 364—Shpg. wt. 5 oz.... 98c

C Roy's Gabardine Longies $4.69 Mercerized, Sanforized cotton, twill shrinks 1%. Vat-dyed colors. Leather patch. Zip fly. 3 pockets. Piped side seams. *State size* 4, 6, 8, 10, 12. Chart page 285
40N4017 Brown and tan. Shpg. wt. 1 lb. 7 oz.
40N4013—Gray with green trim.... $4.69

D Roy Rogers Star Belt. Of ¾-in. wide stretchable embossed with basket weave design. Bright brass horseshoe buckle and 5-point star. *Color* tan
43 N 217—*State waist size* 22, 24, 26, 28, 30 32 in. Shpg wt 5 oz..... 94c

E 100% Wool Felt, Pre-shaped Roy Rogers Hat. $1.94 With 4-tone chin cord. *State color* black, red or tan. *State size* small, 6¾ to 7¼, med (6⅞ to 7⅝) large 7 to 7¾. Chart on page 149
43 N 53[illegible] Shpg wt 1 lb. 4 oz. $1.94

F Bootsters. Turn any shoe into a western-type boot. Made of washable plastic, decorated with Roy 'n' Trigger. *State color* red or tan. *State size* 2 (age 4–6), size 3 (age 6–8) size 4 (age 8–10).
43 N 233 –Shpg wt 12 oz. Pr $1.84

G Horsehide Gauntlet Gloves with Roy embossed on cuffs, jewel-like decorations, western fringe. *State color* black or tan. *State size* 5, 6, 7, 8. Chart on page 146
43 N 800— Shpg. wt. 6 oz. .... Pair $2.59

H Roy Rogers Cowboy Gloves of Soft, Sueded Buckskin. $1.49 Pr. Roy's own name is carved into leather gauntlet. Fringed cuffs. *Color* brown tan *State size* 5, 6, 7, 8. Chart on page 4[illegible]
43 N 830—Shpg wt 6 oz Pair $1.49

Sweater and Sweatshirt

$3.77 J Sizes 4–12. Roy Rogers Jacquard of 100% virgin wool worsted. Knitted-in Roy 'n' Trigger design on front and back. Ribbed neck, bottom, cuffs. Wash separately. *State color* combination gray or green. *State size* 4, 6, 8, 10, 12. See size chart on pg. 144.
43 N 2274–Shpg wt. 10 oz. $3.77

94c K Sizes 4–14. Sweatshirt of Flat Knit Cotton with absorbent cotton fleece lining. Roy 'n' Trigger printed on front. Double ribbed neck, cuffs, bottom. Wash alone. *State color* maize or blue. *State size* 4, 6, 8, 10, 12, 14 Chart on page 144 Shpg wt 12 oz
43 N 2706. . . . . 94c

He'll be warm and dry with a Raincoat Set by Roy Rogers

- 100% waterproof fabric
- Roy's seal sewn on chest

He'll keep himself buttoned and dry **$3.98** Raincoat Set with Roy's raincoat set Heavy black rubber on strong cotton sheeting Red fringe on sleeves Studded *red* collar, 2 studded pockets, red buttons.
State size 4, 6, 8, 10, 12. Size chart on page 285 Shipping wt. 2 lbs 10 oz
40N7646–2-pc. Coat and Helmet set $3.98
40 N 646–*Helmet only* State size small, medium, large Shpg. wt. 8 oz. 59c

B $3.94

D $7.95

A $2.95

C $5.49

E $9.85

F $1.45

Western Style! "AUTHENTIC" SIX-SHOOTERS

Top quality metal REPEATER PISTOLS with genuine COWHIDE HOLSTERS

A Single Gun Set with Belt and Holster. Top grain holster, 1 in. belt set with imitation rubies, encircled by studs Western buckle, 3 wooden bullets Nickled 9½ in Texan Jr gun with break-barrel action. Black holster *Fits waists 24 to 29 in.* **$2.95**
43 N 4980- Regular cap firing repeater
43 N 4981 Non-firing gun Shpg wt. 1 lb. 7 oz $2.95

B Our Best Single Gun Set with Extra Fancy Belt and Holster. Features nickled domes, holster riveted to 1¾ in. belt. 9½ in. Texan Jr pistol is nickel plated—has smooth break-barrel action White and black holster *Fit. waists 24 to 29 in* **$3.94**
43 N 4982 Regular cap firing repeater
43 N 4983 Non-firing gun Shpg wt. 1 lb. 11 oz. $3.94

C Double Gun and Holster Set. Has studded cowhide holsters set with ruby-like stones. Western buckle, 1 in belt, wooden bullets. Leg ties Nickled 9½ in. Texan Jr guns have break-barrel action Tan holster *Fits waists 24 to 29 inches* **$5.49**
43 N 4984 – Regular cap firing gun
43 N 4985 Non-firing gun. Shpg. wt. 2 lbs. 8 oz $5 49

D Better Double Gun Set with Gold Flashed Studs. Top grain cowhide 1⅜ in belt and 10-in holsters with ruby-like stones, studs. Set is backed by felt. Gold flashed 9½ in. Texan Jr. guns have break-barrel action. White holster **$7.95**
43 N 4986—Reg cap firing repeater *Fits waists 24 to 29 in*
43 N 4987—Non-firing gun Shpg wt 2 lbs. 9 oz ..$7.95

Residents of Colorado, N Mexico, Iowa order non-firing gun

Super Deluxe Six-Shooter Set . . Guns have revolving cylinders

The Finest Gun and Holster Set we've ever off

- Big ranch style play pistols measure a full 1
- 2-in. Belt contains 6 SPECIAL PRE-FIRED Caliber BULLETS

E 12 in. holsters and belt of top grain black cowhide, decorated with nickeled domes. Leather leg ties Belt has nickel inherl, western buckle *Fits waist 24 to 29 in* **$9.**
43 N 4988—Regular cap firing repeater
43 N 4989—Non-firing gun Shpg. wt. 3 lbs. 11 oz.

F Sturdy, "He-Man" Spurs with all the "Trimmings!" Made of bright nickel alloy with bronzed ornamentation. Rowel is of shining brass. Cowhide, embossed *State strap color* tan or black. Shpg. wt. 13 oz. **$1.**
43 N 4970—Fit any boy's shoes. . . . . ..Pair

Roy Rogers Robes and Pajamas—Warm as the Yuletide Spirit

G

H

Winter-defying Boyville Pajamas and Robes with a WESTERN TOUCH

Sizes 4 to 10 **$1.94**

- Bright print thrills boys
- Warm flannel keeps its original colors
- Easy to slip on and off

G 1-piece Roy Rogers Sleeper. So easy to launder. 1-pc. sleeper of heavy cotton flannel has overall Roy Rogers print, and is Sanforized (max shrinkage 1%). Front yoke is in contrasting color. Button drop seat. Washable *Color* tan with blue yoke. *State size* 4, 6, 8, 10. Chart on page 144. Wt. 10 oz.
43 N 4604 – $1.94

Sizes 4 to 12 **$1.94**

H Extra Warm Knit Pajamas with overall Roy Rogers print; made of tightly knitted cotton yarns. Top has contrasting ribbed crew neck, cuffs, bottom Boxer waist trousers have elastic waistband, ribbed ankles, fly front. Washable *State color* maize or blue *State size* 4, 6, 8, 10, 12 Chart on page 144.
43 N 4610 —Wt 8 oz $1 94

Sizes 4 to 12 **$5.25**

- 75% wool for warmth
- Smart cord trimming

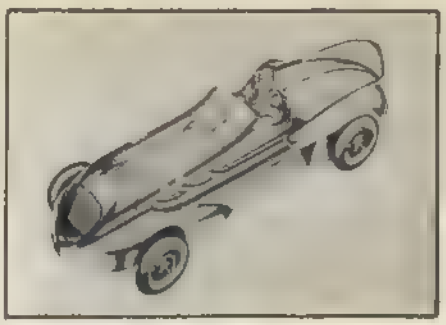
J Roy Rogers 2-tone robe. 75% wool, 25% rayon flannel robe with Roy Rogers own design embroidered on one "holster" pocket. 2-tone styling and cord trimming Has real "he-man" appeal Western style cuffs. Dry clean. *State color* combination maroon and gray, or blue and gray *State size* 4, 6, 8, 10, 12 Chart on page 144 Wt 1 lb 2 oz
43 N 28 $5.25

Sizes 4 to 12 **$4.98**

K Snug Beacon Cotton Blanket Cloth Robe featuring Roy Rogers "wrap-around" styling. Roy and Trigger design is woven in rich colors. Has double shawl collar, wide front facing, rayon cord trim, and sash Wash alone *State color* maroon or blue. *State size* 4, 6, 8, 10, 12. Chart on page 144. Shpg wt. 1 lb 7 oz.
43 N 30 $4 98

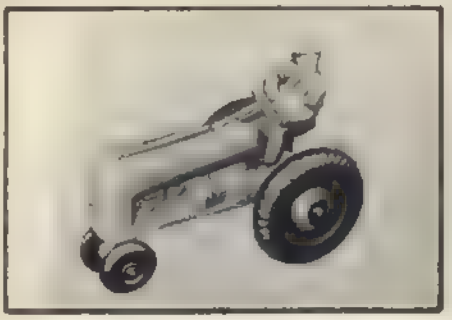
K

TL231 - LARGE JET PLANE
#577. All rubber streamlined jet plane. Bright red trimmed in silver. Fuselage is 8 inches long, 1-3/8 inches wide. wing spread is 6½ inches.
TO RETAIL AT 29¢



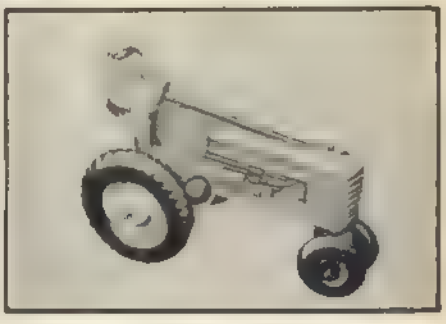
TL247 - SUPER RACER
#552. Brightly colored. All rubber. 10-3/4 inches long, 3-3/4 inches wide, 2-7/8 inches high. 1 dozen to a carton.
TO RETAIL AT 49¢

TL249 - RUBBER TRAIN SET
#529. Consists of 6 wheel silver and black engine and tender, dump car, gondola, and red caboose. Have rubber couplings. No track needed. 27 inches long. Four-colored box converts into realistic station with 3 cut out signals.
TO RETAIL AT $1.49



TL251 - SMALL TRACTOR
#1510. All rubber. Comes in an assortment of red and green. 4¼ inches long, 3¼ inches high
TO RETAIL AT 15¢

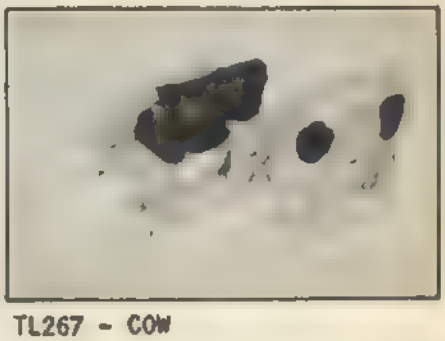
TL254 - J. D. TRACTOR
#1560. All rubber. Fully decorated. 5 inches long, 3-3/4 inches high.
TO RETAIL AT 25¢



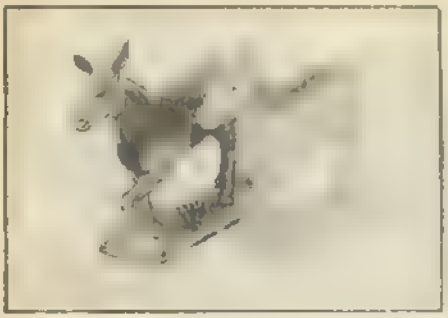
TL257 - OLIVER TRACTOR
#540. All rubber. Fully decorated. 6½ inches long, 4¼ inches high.
TO RETAIL AT 39¢

TL260 - LARGE M. M. TRACTOR
570. All rubber. Has yellow body with contrasting red engine, blue and red trim, and white wheels. 8 inches long, 5½ inches high, 3-7/8 inches wide.
TO RETAIL AT 69¢

TL263 - FARM IMPLEMENT SET
#505. Colorful all rubber farm implements in attractive two-color display box. Tractor 4¼" long, spreader 5" long, cultipacker 2-7/8" long by 4-3/8" wide, harrow 4½" by 3-3/8", plow 5" by 2¼", and mower 3-5/8" long by 5" wide.
TO RETAIL AT 98¢



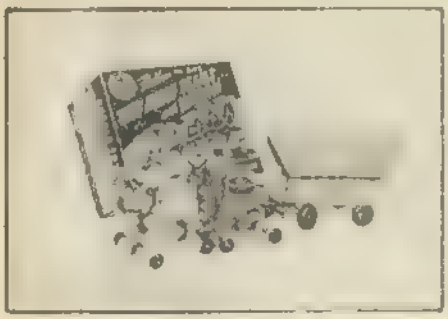
TL267 - COW
#108. Decorated as Herefords and Holsteins. All rubber. 2¼ inches high, 3-3/4 inches long
TO RETAIL AT 15¢



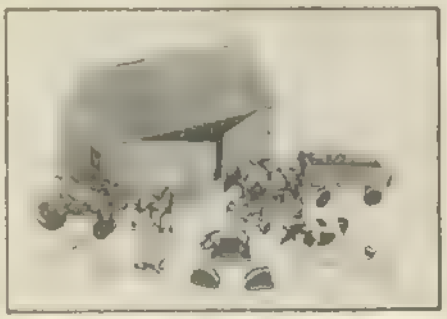
TL268 - MULE
#122. All rubber. Assortment of white and tan. 3-7/8 inches long, 3½ inches high.
TO RETAIL AT 15¢

TL271 - COWBOY ON HORSE
#100. Cowboy astride rubber horse on wheels. Fully decorated. 5-1/8 inches long, 1½ inches wide, 5 inches high.
TO RETAIL AT 39¢

TL274 - TEAM AND WAGON
#531. Tan colored team is 3-5/8 inches high, 4 inches long Rubber harness hitches to red wagon and tongue. Wagon is 2-3/8 by 9¼ by 2-3/4 inches. Individually boxed.
TO RETAIL AT 79¢



TL277 - MULE TEAMS AND WAGON
#549. Two spans assorted mules 3-3/4 inches high, 3-7/8 inches long. Rubber harness hitches to red wagon and tong. Wagon is 9¼ inches long by 2-3/4 inches wide. 3 inches Conestoga canopy above wagon.
TO RETAIL AT 98¢



TL282 - FARM SET
#511. Box converts into realistic barn. All rubber toys included are: 2 horses with harness and wagon, 10¼" long; tractor 4¼" long; cow, calf, colt, pig, 2 piglets, sheep, rooster and 2 chickens. All colorfully decorated.
TO RETAIL AT $1.49

TL286 - LARGE FARM SET
#521. Box converts into realistic barn 12" x 6½" x 8" with shed and silo. 24 rubber toys included: 2 horses with harness and wagon, 10½" long; tractor, 4¼" long; spreader, 5" long; farmer and wife, 2-3/4" high; and 17 farm animals.
TO RETAIL AT $1.98

TL380 - PLASTIC CORK GUN
#82. Makes loud noise when shoots corks. Three corks included. 7 inches long. Packed in attractive box.
TO RETAIL AT 29¢

TL382 - PUMP ACTION CORK GUN
#43. Made of heavy gauge steel with baked black enamel finish and walnut finished handle. 5 corks included. 20 inches long Packed in attractive box.
TO RETAIL AT 79¢

TL386 - PISTOL
#710. All rubber. 6½ inches long, 3¾ inches wide.
TO RETAIL AT 10¢

THE LINE IT WILL PAY YOU TO FEATURE

Greatest LINE— VALUES AND SELECTION!

THE SAALFIELD PUBLISHING CO.
New York Salesroom, 200 Fifth Ave., Room 445

THE LINE IT WILL PAY YOU TO FEATURE

Greatest LINE— VALUES AND SELECTION!

THE SAALFIELD PUBLISHING CO.
New York Salesroom, 200 Fifth Ave., Room 445

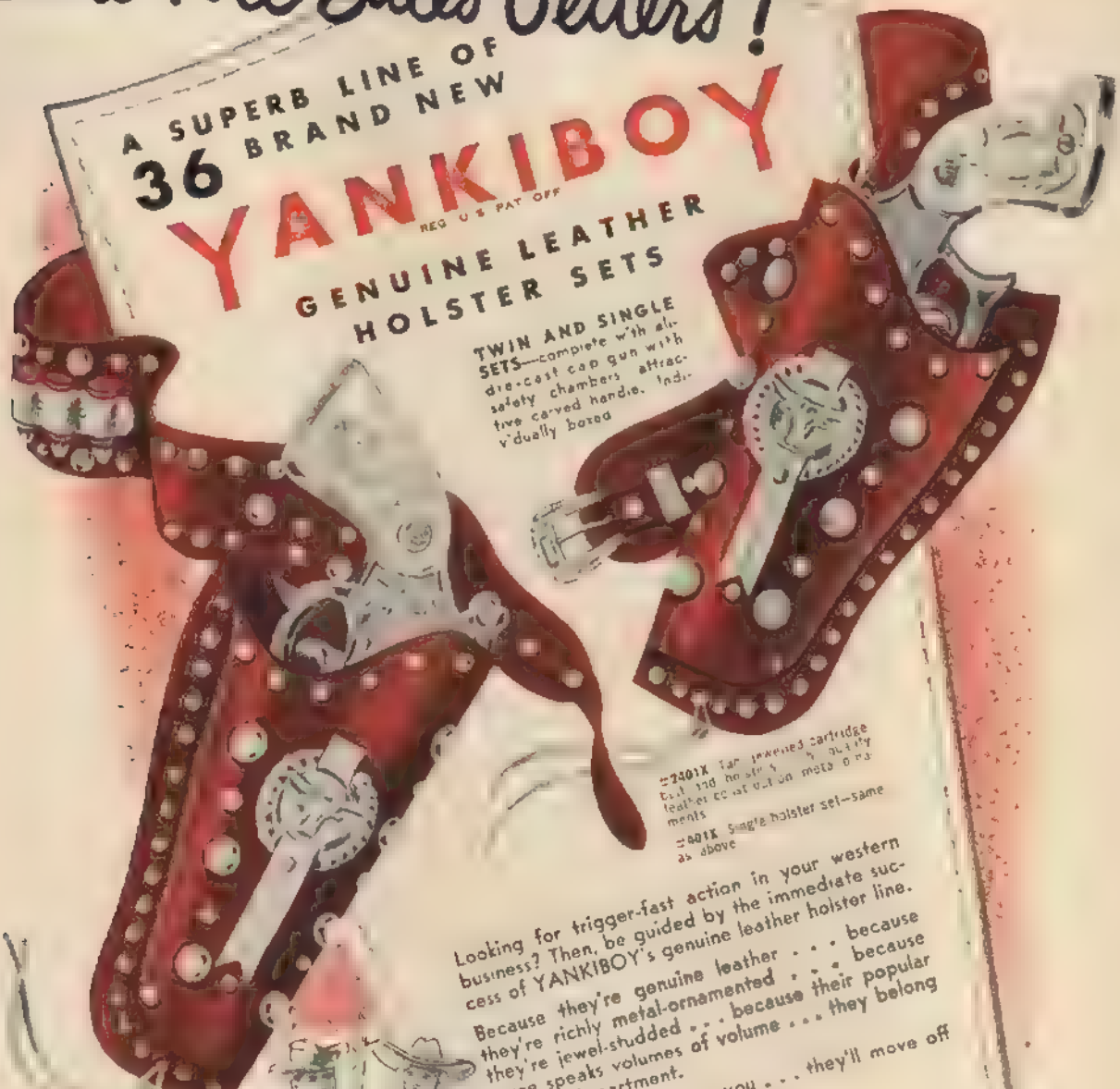
Sure-Fire Sales Getters!

A SUPERB LINE OF 36 BRAND NEW

YANKIBOY

REG U S PAT OFF

GENUINE LEATHER HOLSTER SETS



TWIN AND SINGLE SETS—complete with die-cast cap gun with safety chambers, attractive carved handle. Individually boxed

#2401X Twin [illegible] cartridge [illegible] and holsters [illegible] leather coat [illegible] on metal [illegible] ments

#2401X Single holster set—same as above

Looking for trigger-fast action in your western business? Then, be guided by the immediate success of YANKIBOY's genuine leather holster line.

Because they're genuine leather . . . because they're richly metal-ornamented . . . because they're jewel-studded . . . because their popular price speaks volumes of volume . . . they belong in your department.

Sales records will show you . . . they'll move off your shelves fast!

YANKIBOY PLAY CLOTHES make the children happy

NATIONALLY ADVERTISED GUARANTEED BY GOOD HOUSEKEEPING

Guaranteed by Good Housekeeping

#2401X [lustrated above] is representat ve of the full beautifu lno of 36 genuine eather holsters. See them and the full playsuit line in SACKMAN'S BIG NEW FREE 1950 CATALOG Write

SACKMAN BROTHERS COMPANY

200 Fifth Avenue WORNOVA Mfg. Co., Inc. New York 10, N. Y.

GIDDY-AP

Black Beauty

Rocking and Swinging Horses

The Finest Horse on the Market for All Youngsters

- Non-tipping and no sharp edges
- Genuine leather bridle and martingale
- Sheepskin saddle and mane
- Genuine horse hair tail
- Aluminum stirrups with adjustable strap
- Plated steel ROCKER or SWING
- Your choice of three colors Pinto, Black Beauty, Dapple Grey
- Sturdy construction for safety and durability
- Perfect shape through molding wood fibres over a solid wooden frame
- Length 44" Width 14" Height 31"
- Shipped assembled—shipping wt. 32#

THE IDEAL HORSE FOR PLAY YARD AS WELL AS PLAY ROOM—A MUST FOR THE YOUNG COWBOY OR COWGIRL—THE NO. 1 ITEM FOR YOU FOR GREATER PLAY HORSE SALES

See the new addition to our line—"GIDDY-AP, JR." HE is a smooth gliding, fully molded horse in the lower price field. On display for the first time during the Mid-Summer Fair at The Toy Market, 1424 Mdse. Mart.

De Luxe Woodcraft Co., Inc.

1600 JUNCTION AVE., RACINE, WISCONSIN

EAST	MIDWEST	WIS. & MINN.	SOUTH	CALIFORNIA	MOUNTAIN STS.
Al Moritz 1107 Broadway New York	The Toy Market 1424 Mdse. Mart Chicago	Everett Brazier Grafton, Wis.	Atlanta T. M. 84 Tenth St. N.W. Atlanta	FRED BUTTERFIELD 760 W. 7th St. Los Angeles	W. E. Bergstrom Denver Salt Lake City

Sure-Fire Sales Getters!

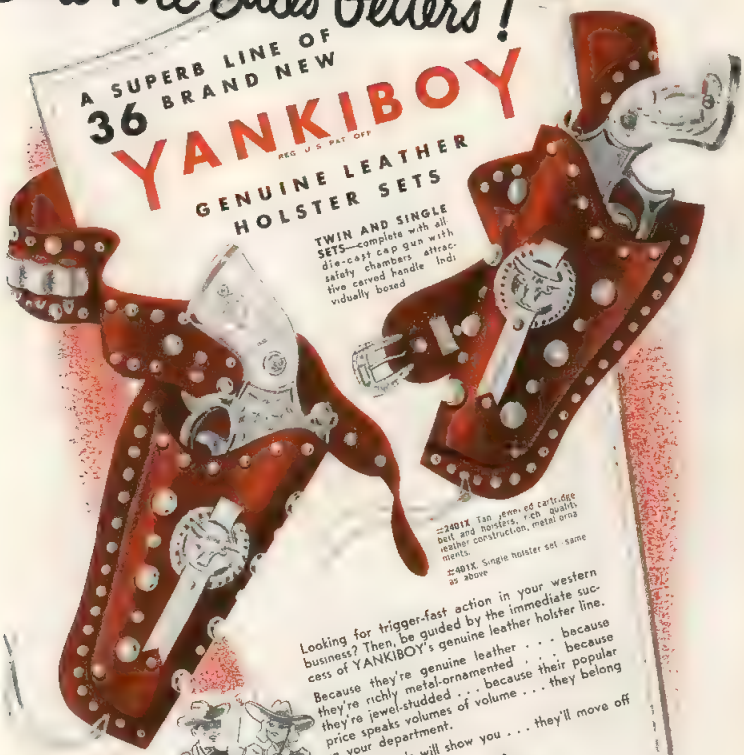
A SUPERB LINE OF 36 BRAND NEW

YANKIBOY

REG. U.S. PAT. OFF.

GENUINE LEATHER HOLSTER SETS

TWIN AND SINGLE SETS—complete with all die-cast cap gun with safety chambers, attractive carved handle. Individually boxed



#2401X Tan jeweled cartridge belt and holsters, rich quality leather construction, metal ornaments.

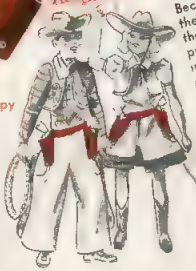
#401X Single holster set, same as above

Looking for trigger-fast action in your western business? Then, be guided by the immediate success of YANKIBOY's genuine leather holster line.

Because they're genuine leather . . . because they're richly metal-ornamented . . . because they're jewel-studded . . . because their popular price speaks volumes of volume . . . they belong in your department.

Sales records will show you . . . they'll move off your shelves fast!

YANKIBOY PLAY CLOTHES make the children happy



NATIONALLY ADVERTISED GUARANTEED BY GOOD HOUSEKEEPING

Guaranteed by Good Housekeeping

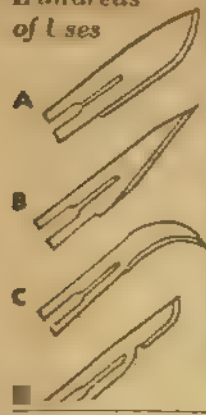
#2401X (illustrated above) is representative of the full beautiful line of 36 genuine leather holsters. See them and the full playsuit line in SACKMAN'S BIG NEW FREE 1950 CATALOG Write

SACKMAN BROTHERS COMPANY

200 Fifth Avenue WORNOVA Mfg. Co., Inc. New York 10, N. Y.

Hundreds of Uses

X-ACTO KNIVES. For Art, Craft, Office, School, Home, Fine Carving. Accurate Work, Keen Cutting!



FASTER, SAFER, EASIER TO USE, FINE SURGICAL STEEL

[illegible] X-ACTO [illegible] made knife is a pro[illegible] a pencil to hold. Quick to change able to many different arts crafts and lines. Well-[illegible] and comfortable to use. No work [illegible] for a stroke with X-ACTO knife. Two sharp, keen blades of fine surgical steel are [illegible] and [illegible] [illegible] X-ACTO [illegible] Every [illegible] [illegible] [illegible]

AUTOMATIC CHANGE DISPENSER

New Way to Carry Money

This amazing Coin Holder holds $4.00 in change, with separate pocket for bills keys or other small items. Coins are always in orderly arrangement and in plain sight. You can tell at a glance exactly how much you have. The coin required can be extracted in a jiffy. No fumbling in your pocket for loose change. Eliminates all furious digging and fussing when looking for coins. Much better than carrying your money loose in the pocket. More compact and convenient than either bill folds or pocket books. In fact, when filled, it measures only about 2x3½x¼ inches. And this means carrying about $4.00 worth of change Made of genuine leather.

No. 9316. COIN HOLDER. Price..... 69c

Keep The Secret of Opening It a Mystery!

Hindu Puzzle Purse

You Can Open It But No One Else Can!

This is a cloth purse with two sections as illustrated, into which you can put bills, money, small articles of jewelry papers, secret memorandums, etc. and they will be perfectly safe from prying eyes, for we defy anybody to open it who is not acquainted with the secret. There is no apparent opening yet you can open it after the secret is revealed to you The purse is well made and will be sent postpaid, complete with the secret method of opening.

No. 2728. Price Postpaid..... 75c

KEY LIGHT

Small ★ Handy

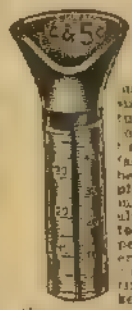
A small, convenient combination Key Case and Flashlight. Combines two handy articles into one, yet still small enough to fit into your pocket without being bulky Holds four keys. Small size coil flash light gives a brilliant light. Excellent for finding key hole in the dark. With battery and prefocussed bulb. 2¼x3-in.

No. 2569A. Key-Lite. 79c

No. 2570. Extra Battery 10c

Penny & Nickel

Coin Counter



"Stack 'em and wrap 'em" Lightning fast coin counter. Counts pennies and nickels like magic Flared, oversize mouthpiece for tube wrapping The coin wrapper fits container permitting fast wrapping Number of coins always plainly visible Well made of polished aluminum Guaranteed accurate Indispensable for all owners and operators of coin machines. A time saver for storekeepers, filling stations, merchants, conductors churches, in fact anyone handling coins should find it worth its weight in gold.

No. 9288. Postpaid.. $1.75

Add 10c Service Charge on Orders Under $1

Famous Christy SAFETY KNIFE

Blade Can't Snap Shut!

Opens and closes with one hand. Locks automatically at 3-blade lengths. No broken fingernails, no danger of fingers being cut by snapping blade. Razor steel blade. Light weight 3 blades in 1 Sharp, serviceable.

No. 8469 Christy Knife. Price Postpaid.. $1.00

Knife Sheath

Slot for Belt (Protect Yourself and Your Knife)

The only safe way to carry a hunting knife or any knife with an open blade—is to use a sheath. This sheath made for standard size hunting knife, but it will hold most kitchen knives with blades up to 6 in., almost all types of hunting knives and regular folding pocket knives with blade open. Some fellows even use it as a Pipe Holster" and for other "incidental" things since it is so convenient to get at. Leather construction. Snap fastener

No. 8409. Price Postpaid. 50c

SAFETY KNIFE

Open and Close It with One Hand

Ever worry about the blade of your knife snapping shut on your fingers? No danger of that with this knife. Has sliding blade which slides out of handle Locks in two positions short blade for fine cutting long blade for work long and cutting Really two blades in one. Opened or closed in a jiffy with one hand Blade made of high quality stainless steel, sharp edge. Body of knife made of moulded plastic, 5⅛-in. long closed. 6⅛-in. long open.

No. 8476. Postpaid 49c

SAFTICRAFT

(steel, of course)

JACK CHURCHWARD *Design*

THE BOAT WITH ALL THE ANSWERS

REPORT

BEAUTY ..... A
LIVABILITY ..... A
PERFORMANCE ..... A
SAFETY ..... A
..... A
..... A
..... A

Sleeps 4 in 2 separate staterooms
28 feet of sheer beauty

3 MODELS

"Deluxe Sedan"
"The Sportster"
"The Avondale"
the last word in luxury

$4997 deluxe model

See you at the Boat Show!

WRITE FOR DESCRIPTIVE BROCHURE

SAFTICRAFT COMPANY

A few franchises available. Inquiries invited from reputable dealers.

WESTWEGO, LOUISIANA
New Orleans District

YOU CANNOT BUY A BETTER BOAT

SAUNDERS

PLASTIC CARS

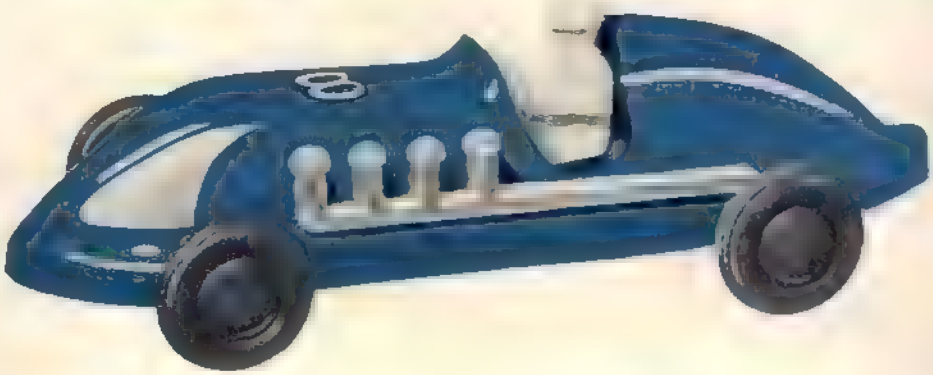
that Run

NO. 225—POLICE SQUAD CAR

FRICTION MOTOR.
LENGTH 8".

$1.00
RETAIL

DISPLAY AND SELL 'EM
THEY'RE ALWAYS IN DEMAND



NO. 150—CHAMPION RACER

WITH WIND-UP MOTOR.
LENGTH 9½".

79c
RETAIL

All Cars—Heavy Plastic Bodies—Realistically Decorated

$1.29
RETAIL

NO. 250—FIRE CHIEF CAR

WITH FRICTION MOTOR AND SIREN.
LENGTH 10½".

See the Full Line at
THE TOY FAIR

We will be at Hotel New Yorker
Room 742

to greet you and show you
the entire line . . .

plus **startling new**
numbers for Bigger 1950 Sales

SAUNDERS TOOL and DIE CO.

500 RATHBONE AVE. • AURORA, ILLINOIS

REPRESENTATIVES:

NEW YORK	CHICAGO	DENVER	SEATTLE	DALLAS	ATLANTA
Wm. [illegible] 200 Fifth Avenue	J. H. Eyerly & Associates 1442 Merchandise Mart	W. E. Bergstrom Sales Co. 623 Exchange Bldg.	Ward Francis Company 101 Terminal Sales Bldg.	McDonald and Shaw Southland Hotel	Atlanta Toy Mart 84 Tenth St. N. W.

SAYCO DOLLS

Have Made Christmas A Merry Day

For Millions and Millions of Little Girls

SINCE 1907

Season's Greetings
To All Our Friends
Who Have Helped Make
1950 Our Biggest Year

Sayco Doll Corporation

Factory
151 KENT AVENUE
BROOKLYN, N. Y.

Showroom: Room 2503
1407 BROADWAY
NEW YORK

TRU-LIFE RUBBER TOYS

"NAPPY SLEEPING PAJAMA BABY"

Put Life In Your Toy Sales

Every Day In The Year!

"WET and WHISTLE BABY"

TRU-LIFE TOYS, Inc.
151 KENT AVENUE BROOKLYN, N. Y.

Gene Roth

I. Schoen

Walter Schoen

SAYCO DOLL CORPORATION MOVES TO ENGLARGED FACTORY

Sayco Doll Corporation announces that the constantly growing demand for Sayco Dolls as has necessitated their seeking greatly expanded production facilities. Their latest move to 151-165 Kent Ave., Brooklyn signalizes the latest of several progressive steps in the expansion program undertaken by this firm since the ending of the war

Occupying an entire building, the new Sayco factory has been equipped with the latest and most modern machinery for the volume production of dolls. It is interesting to note that the new spacious Sayco plant covers an entire city block and lists among its many advantages that will expedite shipping, the fact that it has its own private railroad siding.

I. Schoen, founder of the Sayco doll line, 43 years ago, way back in 1907, is still actively on the job. He is ably assisted by two energetic young men, his son Walter and Gene Roth. Walter Schoen is in charge of production while Mr. Roth, who has been with the firm for many years, is in charge of sales. He was recently elected a Vice-President of the Sayco Doll Corporation. The important task of designing the extensive Sayco line is supervised by Mrs. I. Schoen

Two views of the new Sayco plant.

TONI MENDEZ DISCUSSES MERCHANDISING VALUE OF CARTOON CHARACTERS

In a recent interview Miss Toni Mendez, representative for cartoonists and syndicates said, "An ANPA survey not so long ago conducted with department and chain store toy buyers indicated that a merchandising factor not to be casually overlooked is the high recognition value of the cartoons running in the daily and Sunday newspapers. Excellent readership is naturally found amongst the kiddie groups but startling reports of high readership values have been accorded to adult groups ranging from 18 to 40 years of age, especially among parents. These oldsters told the interviewers who made the survey that they acquired the amusing habit of reading the comic strips to their children and as the children grew old enough to read, continued their daily perusal of the strips for their own amusement."

Miss Mendez went on to point out that the scientific approach to marketing toys with high recognition value has been aptly illustrated by the Ray-Gold Company, who negotiated the rights and are now selling "Little Seamstress Sewing Kit" based on Ernie Bushmiller's popular cartoon character "Nancy" syndicated by United Features. Because of the excellent results obtained, Mr. Goldberg of the Ray-Gold Company recently consummated a contract with Miss Mendez for a "Nancy Hat Box Set" which will be marketed this spring. Miss Mendez further said, "We are most anxious to assist any merchandiser of high grade toys with a public relations campaign based on facts and delivery. Cartoonists and syndicates developed a character after many years of study and we are anxious to do everything possible to make sure that the items licensed to a manufacturer become a yearly staple."

Among the cartoon characters Miss Mendez represents are Moon Mullins and Kayo, a Daily News Syndicate Feature; Toutie, distributed by Press Features, Pier-Oddities, distributed by McClure Syndicate; Nancy, distributed by United Features Syndicate and Mark Trail, distributed by the Post-Hall Syndicate. Mark Trail is now a radio feature sponsored by Kellogg products three times weekly over a Mutual Network.

BRONCO MODELOGUE

Bronco announces their new Bronco Modelogue, their largest and most colorful Modelogue to date, showing large selections of: Model Planes, Boats, Trains, Vehicles, Tools, Crafts, etc.

Dealers can get a free copy by writing on their letterhead to Bronco, 132 West 21st St., New York 11, N. Y.

Complete Electric Train

Wonderful New Electric Train Runs for Hours on 4 Standard Flashlight Batteries in Control Box!

important and unusual of this electric train is that four standard flashlight batteries furnish power to run an enormous Mighty Midget Motor that is built into locomotive. The Train is operated by REMOTE CONTROL Start . Stop . reverse—all with simple featherlight switch at a distance from track. A

No House Current—No Transformer—No Shock

Play on floor or table top. Miniature

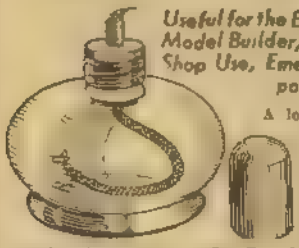
in gift box. Buy batteries separately

No 6999 SCHILLING ELECTRIC TRAIN Price Postpaid **$13.00**

No 2546 Standard Flashlight Batteries (4 required) Price Each Postpaid 10c

ALCOHOL LAMP

Useful for the Experimenter Model Builder, Office and Shop Use, Emergency Purposes, Etc.

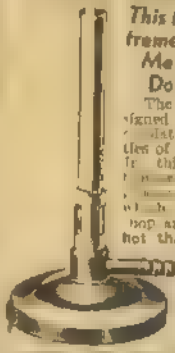


A low priced, convenient **ALCOHOL SPIRIT LAMP** that has many useful purposes. Same type used on many toy steam engine outfits. Fine for hobby builder for heating and melting metals or use with blow torch to give hot flame for bending glass. Melts sealing wax and lead. Serves many purposes in the

No 6824 ALCOHOL SPIRIT LAMP. Price Postpaid **75c**

Gas Bunsen Burner

This Famous Burner Produces Extremely High Temperatures for Melting Glass, Metals and Doing Experimental Work

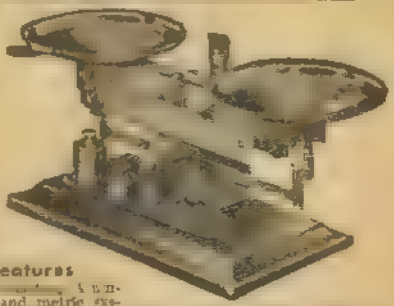


The **BUNSEN BURNER** was designed so that by an adjustment of a regulator you can mix various quantities of gas with air before it is ignited. In this way you can regulate the temperature of the flame. You can get a hot, non-luminous flame which is suitable for many household, shop and laboratory purposes. It is so hot that it will melt glass tubing so you can bend it in any shape. You can blow glass and create new designs. Ideal for melting most of the softer metals into various shapes. Heats liquids and mixtures to temperatures not possible with ordinary gas burners. It

No. 6881. GAS BUNSEN BURNER.... **89c**

Laboratory Scales

Precision Accuracy • Useful for the Amateur Photographer, Home Scientist, Household and Office Measurements, Shop Work, Etc.



Many times you have felt the need of a good scale to accurately measure ingredients of formulas, small articles chemicals, medicines, etc., etc.

sensitivity, heretofore unobtainable, is provided by the exclusive SENSITIZER, insuring accuracy to the smallest fraction of a hair. This feature previously found only in higher priced analytical balances.

Precision Accuracy with New, Exclusive Features

Each

Circular, wide spaced calibrations. Graduated avoirdupois and metric systems.

Set of Weights

Set of Avoirdupois Weights

No 6828 LABORATORY SCALES Complete with set of Avoirdupois Weights **$8.50**

Set of Metric Weights

No. 6830 Set Postpaid **$2.00**

Set of Avoirdupois Weights

No 6830A Set Postpaid **$2.00**

This is . . . THE AGE OF CHEMISTRY

Most of the greatest achievements in our modern world have been the direct result of chemical research. Chemistry has a prominent part in nearly every field of endeavor. Penicillin, synthetic rubber, plastics, atomic energy and modern oil refining, are just a few of the many Chemical discoveries which have brightened the lives of millions the world over. There is a great need for young men and women in this dynamic field. Now is the time for young people to begin to learn; to experiment to ready themselves for a thrilling adventure in Science. These Chemcraft sets are an excellent way to begin your studies. Each is a complete laboratory differing only in size and coverage. Look over the sets described here. Select the one you want and mail your order today. **Get started in Chemistry NOW!**

Chemcraft CHEMISTRY SET

Yes—you can be a scientist! You can enjoy the thrills of your own research and experiments. There are few things which bring to you the fun and excitement of conducting your own studies of the amazing wonders of science.

With more than 160 fascinating experiments in chemistry and mystifying chemical magic, this is a fine beginner's chemistry outfit. Contains 22 chemicals, pieces of apparatus and equipment, including a wooden test tube rack and laboratory-type spring test tube holder for safely holding test tubes when heating liquids or solids. Contents of outfit securely fastened to tray and each piece can be removed and replaced as often as desired. Liberal quantities of all chemicals included. Packed in box 18¾x10¼x1¾ inches.

No. 6318. CHEMCRAFT SET No 1. Postpaid $1.50

Chemcraft Set No. 2

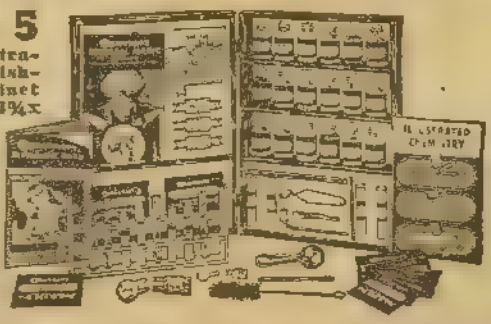
Big 16½x10½x1¾-inch Box of Scientific Apparatus and Chemicals. Does 270 Experiments, 35 Chemicals and Pieces of Apparatus. Plus Chemcraft Magic Book.

There are 213 entertaining and educational experiments described in the regular Chemcraft Manual sent with kit. Experiments showing how fabrics are dyed, how inks and soap are made and many other examples that illustrate the principles of chemistry. All together, including Chemcraft Magic, 270 experiments can be performed. Get a thrill when you put on a Chemcraft Magic Show. Chemcraft Magic Book tells how to perform mysterious exhibitions of chemical magic. Colorful and attractive outfit contains 35 chemicals and pieces of apparatus including a large laboratory style wooden test tube holder, brush, a supply of test tubes and other equipment. Each experiment can be repeated many times with the materials supplied with this outfit.

Make a Chemical smoke screen, mystify your friends with magic writing. Change blood to water—water to wine. These and 79 other mystifying, magical tricks are possible with this set. Complete directions are given in the Chemical Magic Book included.

No. 6703. CHEMCRAFT SET No. 2. Price Postpaid $2.95

Chemcraft Set No. 5



Features the Bryan Chemical Illustrators, Laboratory Style Cabinet Finished in Red and White Enamel, Cabinet is Non-corrosive, Size Closed: 13¾x10½x2⅞-inches, Open: 21x14-in., 500 Experiments, 61 Chemicals and Pieces of Laboratory Equipment.

The New No. 5 Chemcraft has many desirable and exclusive features including the Bryan Chemical Illustrators which show how chemical elements combine to form compounds and how to understand chemical symbols and formula. More than 500 interesting and educational experiments including Chemistry, Industrial Chemistry, Glass Blowing, the Construction of Laboratory Apparatus and Chemical Magic are described in the instruction manuals included in this outfit. 61 chemicals and pieces of laboratory apparatus and equipment neatly packed in the attractive stand-up cabinet makes the No. 5 Chemcraft outfit an outstanding value.

No. 6684 CHEMCRAFT SET No. 5. Price Postpaid $5.95

REFUND CHECKS OF MAIL ORDER HOUSES ACCEPTED including Sears, Wards, Aldens and others

To Be Sure — Insist On

Schoenhut

PIANOS

Famous for tonal quality, design and workmanship for almost 4 generations, Schoenhut pianos again set the pace for 1950 with a noteworthy line featuring

PLASTIC KEYS and HALFNOTES

Our strikingly new in-tune-with-the-times models are the result of 78 years of "know how" in producing the finest pianos obtainable. And now is the time to feature

4-5-6 PICK-UP-STICKS

The history making game that sells itself

METALLOPHONES

Displayed during the Toy Fair and all the year at our

78 Years

NEW YORK SHOW ROOM

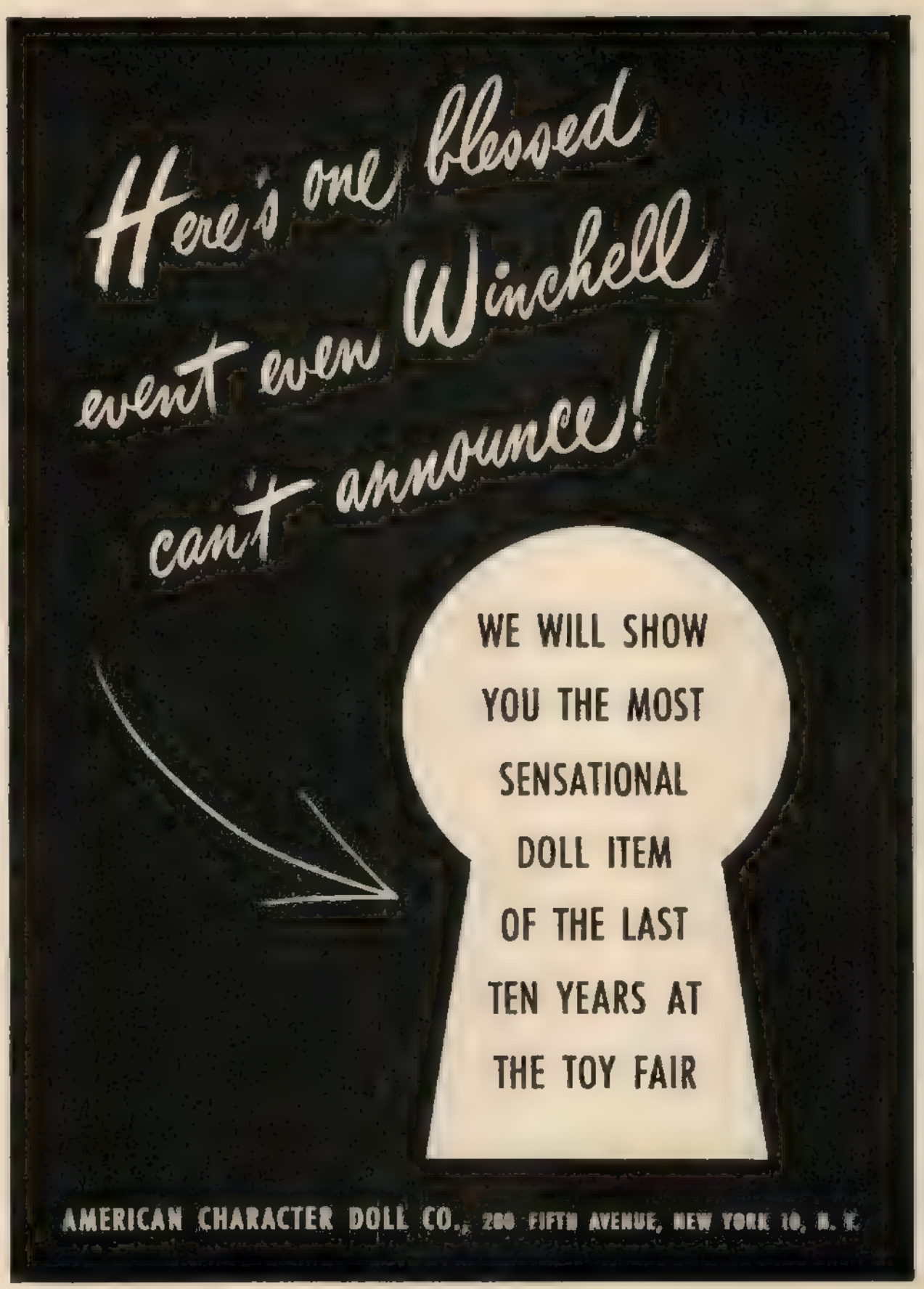
MOSELEY & ABRAHAMS

ROOM 315

200 FIFTH AVENUE

O. SCHOENHUT, Inc.

2046 E. CASTOR AVE., PHILADELPHIA 34, PA.


Here's one bleeved event even Winchell can't announce!
WE WILL SHOW YOU THE MOST SENSATIONAL DOLL ITEM OF THE LAST TEN YEARS AT THE TOY FAIR
AMERICAN CHARACTER DOLL CO., 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Schwinn Bicycles

No J80 24-inch Girls' Unequipped Bicycles

Specifications are similar to Model J36 except that it has a girl's frame and is not equipped with tank, lamp, horn, reflector and truss rods. Colors: Light Blue or Light Red with Ivory Trim.

Shipping weight, 50 lbs.

No. **J80** Girl's Bicycle .....Each **69.40**

No. J96 Girls' 20-inch Unequipped Bicycles

Similar in appearance to the Girls' 24-inch Bicycle No. J86 except:

Frame—18 inches high.
Tires—20 x 2 1/8 inch balloon.
Rims—Enameled 20 inch.
Shipping Weight -46 lbs.

No. **J96** Girls' 20-inch Equipped Bicycles..Each **78.10**

No. J90 Girls' 20-inch Unequipped Bicycles

Specifications are identical with No. J96 except that this model is not equipped with tank, lamp, horn, reflector and truss rods. Colors are Light Blue with Ivory Trim.

Shipping weight, 43 1/2 lbs.

No. **J90** Girls' 20-inch Unequipped Bicycles ..... Each **68.00**

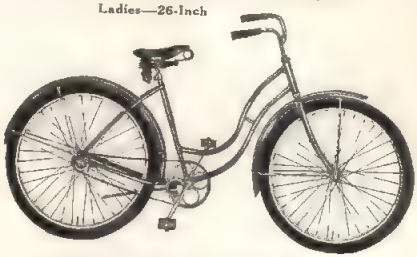
No. D24 Competitive Model Bicycles

Men's—24-Inch

Frame—Fully streamlined design.
Tires—26 x 2 1/8 inch cord balloon.
Saddle—Troxel felt padded.
Handlebars—Boy Scout.
Pedals—Torrington No. 8 or Persons No. 70.
Mudguards—3 inches wide.
Rims—Enameled S-2 Schwinn tubular.
Finish—Baked enamel. Colors Light Red with Ivory Trim only.
Shipping Weight—54 lbs.
No. **D24** Men's Competitive Bicycles.....Each **67.40**

No. D74 Competitive Model Bicycles

Ladies—26-Inch



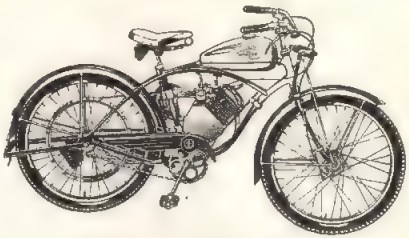
Specifications are identical with No. D24 Men's model except that frame is designed for ladies' use. Color: Light Blue with Ivory Trim.

Shipping weight, 54 lbs.

No. **D74** Ladies' Competitive Model.....Each **67.40**

No. S4 Schwinn Built Motor Bicycles

(Motor not furnished)



Frame—Cantilever construction, streamlined design, built-in kick stand, mud and chain guard mountings. Electronically welded.
Tires—26 x 2 1/8 inch cord balloon.
Saddle—Sponge rubber padded.
Handlebars—Motorcycle type, mounted on drop forged steel stem.
Pedals—DeLuxe.
Guards—Enameled to match.
Rims—Schwinn Tubular—three times more resistant to twisting and bending.
Spokes—120 gauge.
Brakes—New Departure Coaster brakes plus Schwinn Large Flange Forewheel Expander Brakes.
Front Fork—Knee action spring fork.
Front Axle—⅝ inch motorcycle type with oversize steel balls in retainers. Large cups and cones.
Motor—Not furnished. Made for Whizzer Motor installation.
Color—Maroon with Ivory Trim.
Shipping Weight—69 lbs.
No. **S4** Motor Bicycles ....Each **109.00**
(Less Motor)

Write for Complete Price Information and Late Schwinn Catalogue.

Schwinn Bicycles

No. B4 Unequipped DeLuxe Autocycles

Specifications are the same as for B6 except that Tenderlite, luggage carrier, tank and horn are not included. Heavy Cantilever type frame of streamlined design with removable seat post and clamp, built-in kick stand, built-in mud guard and chain guard mountings.

New Departure coaster brake in rear hub. Front hub has large 7/8 inch steel ball in retainers.

Mudguards are extra wide and deep type. Rigid semi-tubular braces with rear braces attached to frame.

Stimsonite safety reflector.

Colors—Maroon with Ivory trim. Shipping weight, 57 lbs.

No. **B4** Unequipped DeLuxe Autocycles...Each **85.80**

No. B-17 Black Phantom Bicycles

Fully equipped, finished in Black and Red with chrome guards and tank. Same specifications as Autocycle DeLuxe. Forewheel brake optional as extra equipment. Wt., 70 lbs. Available in Green or Red.

No. **B-17** Black Phantom Bicycles.....Each **115.20**

Packed individually.

No. B56 Ladies' Hollywood Models

A companion line to the B6 Autocycle, built with the same specifications except that the frame is designed for Ladies' use and handle bars are Boy Scout No. 5 type.

Heavy Cantilever type frame of streamlined design, steel tubing with removable seat post and clamp. Built in kick stand and built in mud guard and chain guard mountings. Drop out rear fork ends.

New Departure Coaster brake in rear hub.

Built-in Front fender light with self-contained convenient switch.

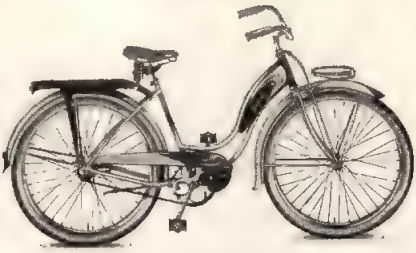
Colors—Blue with Ivory trim. Weight, 57 lbs.

No. **B56** Ladies' Hollywood Model Bicycles. Each **99.50**

No. **B56SF**—Same as above only equipped with Spring Fork .....Each **106.90**

No. D-67 Girls' Starlet Bicycles

26-Inch Model



Furnished with or without spring fork. Finished in latest attractive pastel colors. Complete with chain guard, luggage carrier and light.

Similar in appearance to No. D69 shown on previous page.

Colors:

Windswept Green and Lavender

Summer Cloud White and Holiday Rose

No. **D-67** Girl's Starlet Bicycles, with spring fork, weight, 65 lbs. .....Each **94.80**

No. **D-67** Girls' Starlet Bicycles, without spring fork, weight, 65 pounds .....Each **86.90**

Packed individually.

Write for Complete Price Information and Late Schwinn Catalogue

The Schwinn Built "Competition Bike"

Made to Meet the Competition on Low Priced Models now being shown

Fully streamlined design frame. Schwinn-built tubing. Solid forged steel construction fork. New Departure, Bendix or Musselman coaster brake. Boy Scout handlebar. Miller detachable kick stand. 3" wide mudguards. 36x2⅛" cord balloon tires. Troxel felt padded saddle. Ruby jewel rear reflector. Baked enamel finish in light red, for boy's model, girl's model in light blue.

No. 60A16. Boy's Model. Each **33.00**

No. 60A17. Girl's Model. Each. **33.00**

Fully streamlined frame [illegible] tubing. Removable seat post [illegible] chain and mud guard [illegible] Now [illegible] Ball [illegible] Rear [illegible] Light [illegible] trim.

BOY'S JUNIOR MODELS

With 13" frame and 20" Wheel.

No. 60A2. Each **35.25**

With 16" frame and 24" Wheel

No. 60A4. Each **35.95**

As above equipped with tank containing horn. Fender torpedo type headlight, self contained. Without luggage carrier.

With 13" frame and 20" Wheel

No. 60A18. Each. **40.25**

With 16" frame and 24" Wheel

No. 60A19. Each. **41.00**

GIRL'S JUNIOR MODELS

With 13" frame and 20" Wheel

No. 60A3. Each **35.25**

With 16" frame and 24" Wheel

No. 60A5. Each. **35.95**

As above equipped with tank contain horn. Fender torpedo type headlight, self contained. Without luggage carrier.

With 13" frame and 20" Wheel

No. 60A20. Each **40.25**

With 16" frame and 24" Wheel

No. 60A21. Each **41.00**

Swivel Bracket TAIL LIGHT

With Hi-Power safety lens. A smartly streamlined highly polished white enamel finish tail-light. Has 1½" brilliant red lens. Its swivel bracket permits installation anywhere on fork, mudguards, frame or handle bars.

No. 50A75. Dozen. **7.20**

Bicycle Headlight with crystal convex glass lens. Made of brass with white enamel finish. Auto-like streamline design. No wiring necessary, just insert a single flashlight battery and light is ready for use. Has a universal design bracket which can be attached to handlebar or fork.

No. 50A76. Dozen. **7.20**

STREAMLINED HEADLIGHT

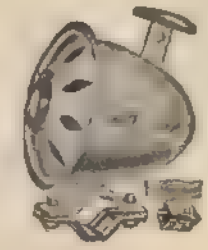
A complete unit with switch and bracket for attaching. Made of metal and finished in white enamel. Has convex glass lens and silver plated reflector.

No. 50A83. Dozen. **9.00**

"SILVER METRO" BICYCLE HAND HORN

Mechanically Auto-Tone signal produced on both up and down stroke of plunger. White enamel finish. Mounted on a swivel bracket permits installation anywhere. Each in a box.

No. 50A16. Dozen. **7.50**



Make any Bike into a "Motor Bike"

TRAVIS BIKE MOTOR

INSTALL ON ANY BICYCLE IN LESS THAN 30 MINUTES

Only a screw driver and pliers needed for the installation. Mounts on front fork, away from rider. Has 4 self adjusting thumb screw clamps.

HOW IT WORKS—Direct drive onto front tire by SPECIAL DRIVING STONE. No slip, [illegible] excess wear. No belts, pulleys or gears to [illegible] gage motor simply push down on [illegible] European and front spring bike. Likes replace present fork with special tire fork. MOTORCYCLE TYPE CONTROL—With a slight turn of hand throttle handle bar control [illegible] Speeds of 20 to 25 MILES PER HOUR. SAFE—Easy to Start, Ride and Stop. SIMPLE TO LEARN. MECHANISM. By [illegible] lever [illegible] released. This makes pedalling to start engine simple and with a minimum of effort. without any clutch needed for starting or stopping. MORE QUALITY FEATURES—1-Horse Power 2 cycle multifinned engine. Aluminum Cylinder with cast iron sleeve. Ball bearing construction. Self contained magneto. [illegible] ECONOMICAL—Over 150 Miles Per Gallon. 5 TO 25 SAFE MILES PER HOUR TOTAL WEIGHT—Only 17 lbs. Permits bike to be carried easily.

RETAILS $72.22

Tax Included

Including All Attachments for Balloon Tire Bikes

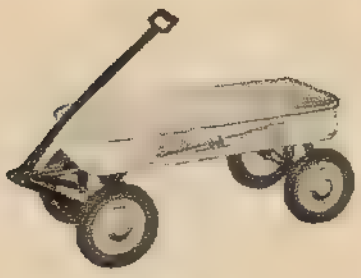
No. 50A2 EACH

54.72

Tax Included

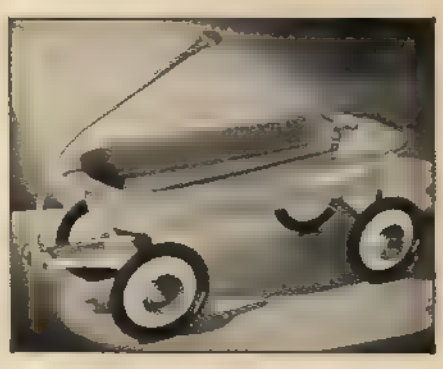
ALL REPLACEMENT PARTS ARE AVAILABLE IMMEDIATELY

WAGONS AND TOY AUTOS



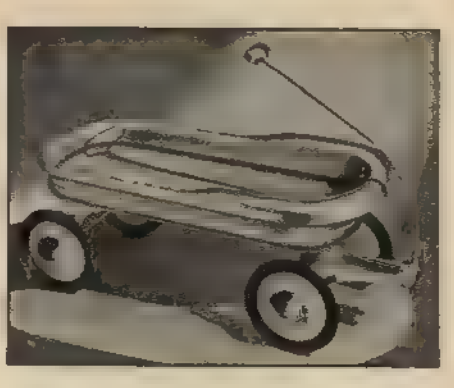
Wagon. This is the Big, Strong, Handsome Wagon that has been such a favorite. Full prewar quality. Resilient semi-inflated tires permit a smooth floating ride that the youngsters adore. Body 3 "x6 -"x12-", black gear and rubber grip handle. Wheels 10" double disc. Congo" bearings. Tires; Axles ½" round Gear Bright red baked enamel Wheels Refrigerator white' enamel with red stripe. Packing 1 in carton. 33 lbs.

No. 83N146. Each..... 5.68



Wagon. Finish — box in Vermilion baked enamel. Tongue and undergear in silver enamel. Wheels in white. Box length 38" width 16¼" Box and undergear of heavy gauge steel, 10" double disc, roller bearing wheels with ¾" solid rubber tires. Cold rolled tubing tongue, chrome plated hub caps Packed each in carton

No. 83N146. Each 7.00



New Deluxe One Place Heavy Gauge Steel Box with handsome rolled top See illustration. DIMENSIONS. Length 36¾"; Width 16¾". WHEELS. 10" double disc roller bearing. TIRES ¾" solid rubber. TONGUE ¾" cold rolled tubing FINISH. Two-tone vermilion and aluminum enamel. One per carton.

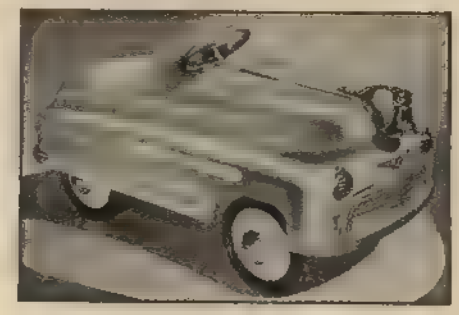
No. 83N147. Each..... 8 35

"Pontiac." Heavy gauge steel used in body and undergear. Chrome plated radiator ornament. White enameled windshield. Fabric type seat pad. Rubber block pedals, double disc, 8" steel wheels, ⅜" solid rubber tires. Body finished in blue enamel with white trim. Length 35 inches, width 15½ inches. Packed one per carton, weight 28 lbs.

No. 83N144. Each 12.05

"Mercury DeLuxe Wagon." Box and undergear of heavy gauge steel, rubber handle grip, tongue ¾", semi-pneumatic tires. Box finished in maroon and vermilion enamel, silver undergear, wheels in vermilion with white enamel flange Length 36"—Width 17" Packed one per carton, weight 38 lbs

No. 83N166. Each..... 11.25

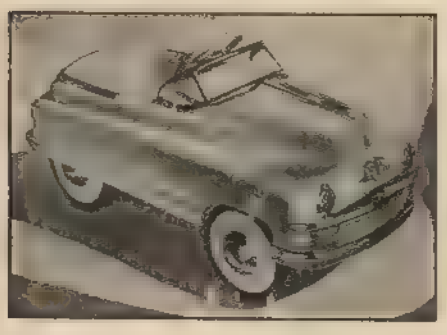


"Fire Chief" Juvenile Auto. Heavy gauge steel used in body and undergear, streamlined, chrome plated fire chief bell. Dummy type chrome plated head lamps, fabric type seat pad. Chrome plated radiator ornament, front and rear bumpers painted silver. Rubber block pedals, double disc, 8" steel wheels, ⅜" solid rubber tires. Ball bearing rear axle. Body finished in vermilion baked enamel with silver trim white wheels. Length 39", width 17". Packed one per carton. Weight 38 lbs

No. 83N167. Each..... 14.65

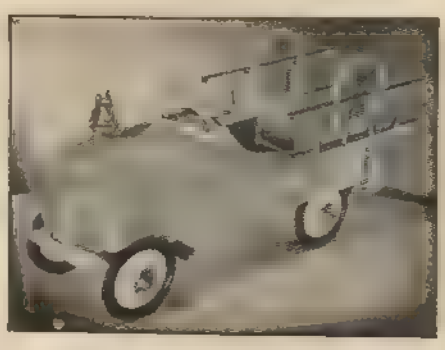
"Comet" Juvenile Auto. Same dimensions as above but instead of bell has hood ornament. Body finished in maroon baked enamel with ivory top, silver wheel, red stripe. Packed one per carton. Weigh 38 lbs

No. 83N168 Each 14 65



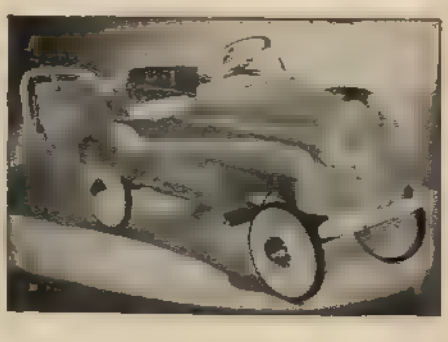
"Torpedo" Juvenile Auto. Heavy gauge steel in body and undergear. Front and rear chrome plated bumpers. Chrome plated radiator, hood, ornaments and windshield. Chrome plated dummy type head lamps, fabric type seat covers. 8" double steel disc wheels, chrome plated radiator grille. 1" fancy tread, solid rubber tires, rubber block pedals, ball bearing rear axle. Body finished in light grey; trim, vermilion, wheels, vermilion. Length 39". Width 17". Packed one per carton. Weight 39 lbs.

No. 83N169. Each..... 17 00



"Fire Truck" Juvenile Auto. Heavy gauge steel used in body and undergear. Windshield and front bumper white enameled. Chrome plated fire chief bell. Two wooden varnished ladders. Two tubular hand rails, enameled white. Fabric type seat pad, 8" double steel disc wheels Rubber block pedals, ⅜" solid rubber tires. Body finished in vermilion baked enamel with white trim. Length 44", width 15½" Packed 1 per carton. Weight 36 lbs.

No. 83N139. Each.. 15 00



"Station Wagon" Juvenile Auto. Heavy gauge steel used in body and undergear, windshield and front bumper enameled in white, chrome plated radiator ornament. Tubular steel hand rails enameled white, fabric type seat covers, 8" double disc wheels, rubber block pedals, ⅜" solid rubber tires. Body and box finished in maroon baked enamel, body panels in hazel wood gold Length 44½", width 15½". Packed 1 per carton. Weight 36 lbs.

No. 83N140. Each 15.00

Schwinn Bicycles

"In Bicycles—It's Schwinn—"

Just as in silver, it's Sterling, in bicycles it's Schwinn. The name "Schwinn" on a bicycle is evidence of expert craftsmanship and highest quality materials.

Schwinn pioneered in the production of bicycles and has lead for three generations.

From the beginning the Schwinn organization has strived constantly to improve design, appearance and manufacturing technique. The following pages list the many models available to the public and emphasize the outstanding values that come to all Schwinn owners.

DeLuxe Autocycles

Frame—Cantilever construction, streamlined design, steel tubing, removable seat post clamp, built-in kick stand, built-in mud guard and chain guard mountings. Drop-out rear fork ends.
Fork—Tubular electronic construction. Double tapered fork sides with reinforcing ribs and formed fork tips. Patented truss plate.
Crank Set—One piece crank—cups and cones turned from bar steel, ½ inch pitch flanged sprocket.
Front Hub—Designed with large ⅞ inch steel balls in retainers
Rear Hub—Equipped with New Departure Coaster Brake.
Head Set—Turned from special bar steel. Octagonal adjusting cup. Semi-thrust type lower bearings.
Handle Bar—Chrome plated braced bar.
Tank—With horn and battery container.
Kick Stand—Patented construction.
Mud Guards—Extra wide, deep type. Rigid semi-tubular braces. Rear braces attached to frame.
Chain—½ inch x ⅛ inch roller. Embossed chain guard.
Headlight—Built-in fenderlight, self-contained convenient switch on fender.
Luggage Carrier—Mounted to frame.
Tires—26 x 2⅛ inch cord balloon.
Rims—S-2 tubular, chrome plated.
Saddle—Mesinger DeLuxe sponge rubber padded.
Pedals—DeLuxe.
Reflector—Stimsonite safety reflector.
Finish—Baked enamel. Maroon, Dark Blue, Coach Green, with Ivory trim and two tone Blue.
Shipping Weight—64½ lbs.

No. **B6SFCB.** Equipped, Spring Fork, Cycelock and forewheel brake extra. (As illustrated) . Each **118.00**
No. **B6SFC.** Equipped, Spring Fork and Cycelock extra . . . . . Each **110.50**
No. **B607SF.** Equipped., Spring Fork extra . . . . . Each **106.90**
No. **B6** DeLuxe Autocycle. Equipped. . . . Each **99.50**

No. D19 Men's Equipped Bicycles

Frame—Streamlined design with removable seat post clamp, Built-in kick stand, mud guard and chain guard brackets, drop out rear fork ends.
Fork—Oval, solid forged steel construction.
Crank Set—One piece crank—ball bearing races.
Front Hub—Bearing with ⅞ inch balls in retainers.
Rear Hub—With New Departure Coaster Brake.
Head Set—Semi-thrust type lower races.
Handle Bar—SB26 x 8.
Tank—Streamlined, containing horn.
Mud Guards—Deep type formed and reinforced.
Chain—1 x ⅛ inch roller. Enameled chain guard.
Headlight—Torpedo type. Jewel rear reflector.
Luggage Carrier—Mounted directly to frame.
Tires—26 x 2⅛ inch Cord Balloon.
Rims—Enameled S-2 Schwinn tubular.
Saddle—Mesinger—padded.
Pedals—Rubber.
Finish—Enamel; colors: Light Blue, Light Red, Black or Coach Green, all with Ivory trim.
Shipping Weight—62½ lbs.
No. **D19** Men's Bicycles . . . . . Each **82.40**

No. D11 Men's Unequipped Bicycles

All specifications of this model are the same as the No. D19, including the Autocycle frame, except that torpedo light, carrier, tank and horn, and truss rods are not included. Colors stocked are Light Red, Light Blue, Black or Coach Green, all with Ivory Trim. Shipping weight, 57½ lbs.
No. **D11** Men's Bicycles . . . . . Each **71.50**

Write for Complete Price Information and Late Schwinn Catalogue.

Outboard News

About the new Scott-Atwater **SHIFT** *motors*

SHIFT!

Scott-Atwater

announces amazing new Model 1-30 . . . now offers its **SHIFT** in almost any size motor!

WHY ROW?

Don't row way out from shore before starting your outboard! With a Scott-Atwater *Shift* motor, you can start and warm up in Neutral—still tied up at the dock. Then *Shift* to Reverse and back away like a cabin cruiser! The *Shift* is simple, sturdy, foolproof . . . adds little to motor weight

1-30 SHIFT
TWIN - OVER 15 HP
(TO BE CERTIFIED)
1 to 30 MPH $349.50†
With separate gas tank . .

Our motors even turn on their own gas! • All Scott-Atwater *Shift* models with conventional gas tank (1-14, 1-16, 1-20) have automatic gas line and air vent control. When you move the speed control lever to the "start" position the gas is turned on, the vent opened. When you stop the motor, gas and vent are closed automatically. Never before have outboards been so simple to run

New SINGLE KNOB Control

Three controls in one!—a carburetor adjustment, a choke, a carburetor drain. Turn it to adjust the carburetor . . . push it to choke the motor . . . close it and push it to drain the carburetor—instantly! Another exclusive feature of all four new Scott-Atwater *Shift* models!

FREE BOOK! *If you want to have more fun with an outboard, want to know how to care for a motor and boat, write now for your free copy of this great 64 page book, "How to get the most out of an Outboard"*

Owners say:

WATER TAXI

"Now I use Neutral and Reverse like a city taxi driver. My Scott Atwater *Shift* motor is a honey don't see how it could be improved" — *Joe Alexander Madison 5, Wis.*

BIGGEST IMPROVEMENT

"Sure think the Scott-Atwater *Shift* is the biggest improvement since the outboard was invented. I own a 1-16 *Shift*" — *Louis Vandervest Green Bay Wis*

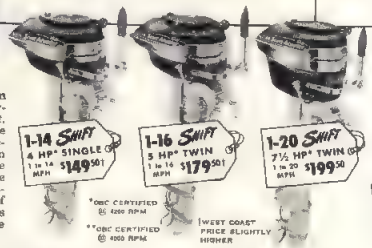
DIDN'T BELIEVE IT!

"I didn't believe the Scott-Atwater *Shift* would work so well, and come in so handy. Have had other motors but none with the qualities this has" — *John A Rice, Butler, Pa.*

***SHIFT* FOR YOURSELF!**

Find out now how exciting a truly modern motor is. Before you buy any outboard, see the new Scott-Atwater *Shift* models at your dealer's. And try one on the water, first chance you get!

Here's more of *everything* you want in a big-power outboard! More maneuverability, with the Scott-Atwater *Shift*. More performance—1 to 30 m.p.h. More power per cubic inch of piston displacement. More ball-and-roller bearings than any outboard its size—14 sets. Unique automobile-type fuel pump and separate 5-gallon "stowaway" gas tank. Only outboard with steering-handle control of both throttle *and* spark. Here indeed is America's most advanced outboard—the new Scott-Atwater 1-30 *Shift* twin!



1-14 SHIFT
4 HP* SINGLE
1 to 14 MPH $149.50†

1-16 SHIFT
5 HP** TWIN
1 to 16 MPH $179.50†

1-20 SHIFT
7½ HP** TWIN
1 to 20 MPH $199.50

4 SHIFT MODELS

All with complete Shift—neutral, forward and full control reverse

PLUS

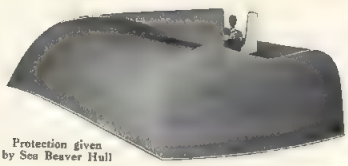
1-12 NON-SHIFT
3.6 HP** SINGLE
1 to 12 MPH $99.50

*OMC CERTIFIED @ 4000 RPM
**OMC CERTIFIED @ 4000 RPM
†WEST COAST PRICE SLIGHTLY HIGHER

SEE FOR YOURSELF...SHIFT FOR YOURSELF...

SHIFT to Scott-Atwater

Dept. 39, Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn. ★ Look for the name of your dealer in the yellow pages of your telephone book.



Protection given by Sea Beaver Hull

DO YOU WANT?

1. **PROPELLER AND RUDDER PROTECTION** . . . . The pocketed stern and the skeg give the most complete protection possible. Only 16" draft.
2. **POUNDING ELIMINATED** . . . . The "Sea Beaver" has a patented planing *round bilge* hull.
3. **A DRY BOAT** . . . . The one-piece all molded mahogany hull is virtually leakproof and with powerful bow rides high and dry. Fast, comfortable, uncanny seaworthiness
4. **LESS UPKEEP** . . . . No seams—no caulking.
5. **DURABILITY** . . . . Rugged construction and Everdur fastenings.

THEN BUY "Sea Beaver"

A SCOTT-PAINE PRODUCT

You Can Choose

24' x 7'10" with 16"-18" draft. Sports Cruiser $2975. De Luxe Cruiser $4750. Marine Station Wagon $3990. Harbor Launch $3990. AND NOW the Fisherman $2475 being introduced at the New York Show.

Long Island Sound owners: Ask about our Service and Winter Storage Policy. Write, call, come to

SEA BEAVER CORPORATION

Hubert Scott-Paine, President

STEAMBOAT ROAD, GREENWICH, CONN.
Tel.: Greenwich 8-4720

Sea Beaver Sports Cruiser

AHOY!
YOU CAN DO THE JOB BETTER WITH

STAY-TITE MARINE PRODUCTS

- ★ STAY-TITE CAULKING COMPOUND—greater coverage per pound Mahogany, gray or black.
- ★ STAY-TITE WATER-PROOF GLUE — Not affected by moisture.
- ★ STAY-TITE SEALER—stops leaks in deck seams. Remains pliable.
- ★ STAY-TITE WOOD CRACK FILLER—for floors, walls, tile, etc.
- ★ STAY-TITE XXX CEMENT—for laying linoleum, felt, canvas, etc
- ★ STAY-TITE WOOD PRESERVATIVE—Prevents dry rot and growths.
- ★ STAY TITE MILDEW PROOFING—stops mildew and fungus.
- ★ STAY-TITE WATER-PROOFING—for canvas and fabrics.
- ★ RUSTGO—Rust Remover

Your marine supply dealer carries Stay-Tite products—or can get them for you—see him now.

STAY-TITE PROD. CO., Dept. 20, 3107 Detroit Ave., Cleveland 13, O.

Sadoff Boats

Sadoff Skylounge Shelter Cabin Cruiser for outboard motor, $595 without motor

Sadoff Boats are high quality, inexpensive craft designed and built particularly for the modest purse. There are fishing utility, shelter and runabout models 14 and 16 ft. for either outboard or inboard power, with speeds up to 30 m.p.h. Get the best out of boating this season by ordering a Sadoff now. Write today for illustrated literature.

MERCURY OUTBOARD MOTOR and HIGGINS BOAT DEALER

SADOFF BOAT BUILDER MERRICK ROAD AMITYVILLE, L. I., N. Y.

SLEEP PEACEFULLY, SKIPPER YOU'LL BE *WARNED* OF DANGER!

Peace . . . it's wonderful! And it'll be yours with this robot "watch-dog" on board that instantly RINGS A WARNING if your anchor starts to slip. Just throw a lead line over the side with the anchor and ANCHOR-WATCH stands guard, night or day, in ANY weather . . . while you sleep or are otherwise occupied. Great for fishing too! It's small, portable; stows in a locker when not in use. Yes, for a world of safety and peace of mind ask your dealer about ANCHOR-WATCH today or write us for folder

★ DISTRIBUTORS . . . DEALERS
WRITE, WIRE OR PHONE FOR DETAILS TODAY

MARINE SPECIALTIES

THE PIONEER CO.
1214-22 W. MADISON ST., CHICAGO 7, ILLINOIS

- $ For 2, 3, or 4 players
- $ 32 golden presidential coins
- $ Educational, entertaining
- $ Historical facts of all 32 Presidents
- $ Full-color folding map board of U. S.
- $ Giant dyecut spinner
- $ Each coin a collector's item with brief history of the Presidents
- $ Visual, educational game backed by parents and teachers
- $ Sells on sight

S&R GAMES

REG. U.S. PAT. OFF.

★ WILL BE NATIONALLY ADVERTISED

MEET THE PRESIDENTS

. . . first new game sensation of 1950 with an all-year-round sales appeal. "Meet the Presidents" has already hit the jackpot in game sales when it was consumer pre-tested in a few selected areas. Every store sold out. Novel cellophane window on the cover sells the game on sight. Parents and teachers are acclaiming this visual educational game that improves memory, teaches history, and entertains.

Immediate Delivery

SELCHOW & RIGHTER CO.

Makers of Parcheesi

200 Fifth Avenue, New York 10, N.Y.

Selco adds a 3rd hit
TO 2 SENSATIONAL SELLERS!

THESE TOYS MEAN STEADY VOLUME SALES FOR YOU!

VISIT US
AT ROOM 561
200 FIFTH AVE.
AMERICAN TOY FAIR
MARCH 6-17
TO SEE THESE
AND OTHER
NEW SELCO ITEMS

NEW
MUSICAL CANDY BANK

Every kid will want this appealing toy which dispenses gum, saves coins and plays a tune. In bright red and yellow plastic. #210.

Suggested Retail Price $1

SIZE: 3½" x 4¾" x 2½"

CANDY MART
BUBBLE GUM BANK

Children love it! Combination vending machine and savings bank. Always in demand. In bright red, yellow or green plastic. #100.

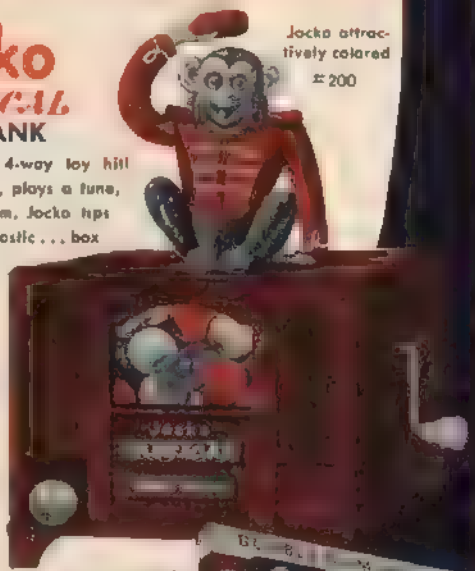
Suggested Retail Price $1

SIZE: 5" x 3" x 2"

Jocko
MUSICAL
GUM BANK

Jocko attractively colored #200

The famous 4-way toy hit! Saves money, plays a tune, dispenses gum, Jocko tips his hat! All plastic . . . box in red



Suggested Retail Price $1.49

SIZE: 6½" x 4¾" x 2½"

Refills for three gum banks are packaged in containers of 50 gum balls each. 12 doz. to a carton. Suggested retail price 29c

#150

NOTE THESE 3 BANKS ARE NOW AVAILABLE FILLED WITH CANDY BALLS.

SELCO NOVELTY PRODUCTS, INC.

HERE'S BIG NEWS!

Be Sure to See

THE 1950 LINE OF...

COLBER
Railroad Accessories

The Colber Engineers and Designers are constantly experimenting and inventing. This time they're come up with a honey . . it's new! it's sensational! . . . and oh boy! what a money-maker!

Of course we can't jump the gun and tell you what it is now, but we'll surely see you at the Toy Fair. Then you'll see it . . you'll love it . . you'll sell it and you'll get your share of the Big Profits.

BEFORE YOU BUY, SEE THE COLBER LINE FOR '50

ROOM 543
at the TOY FAIR
HOTEL NEW YORKER
MARCH 6th to 17th

THE COLBER CORPORATION
IRVINGTON, NEW JERSEY

Selco adds a 3rd hit
TO 2 SENSATIONAL SELLERS!

THESE TOYS MEAN STEADY VOLUME SALES FOR YOU!

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SIZE: 6½" x 4¾" x 2½"

Refills for three gum banks are packaged in containers of 50 gum balls each. 12 doz. to a carton. Suggested retail price .....29¢

#150

SELCO NOVELTY PRODUCTS, INC.

NEW! Realistic, full-color food cut-outs on the boxes ...fit the dishes!

NEW "Like Mother's" ALUMINUM TOYS ...BY MIRRO THE FINEST ALUMINUM

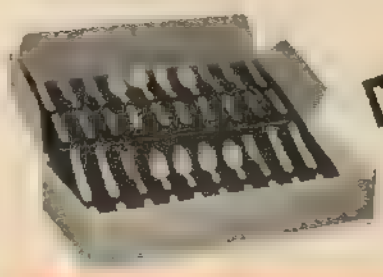
New ideas! New color! New play value! Children will love them. Parents will see the fascinating "make-believe" possibilities of these new sets. And YOU will profit in the sale. See them and place your order NOW, for early delivery.

NEW "Like Mother's" CUPBOARD

No. 578T—45 pc kitchen cupboard set. Complete service for six. Percolator, plates, cups, saucers, knives, forks, spoons, napkins.

NEW "Like Mother's" RANGE SET

No. 575T—Seventeen real aluminum cooking and baking pans in the oven.



NEW "Like Mother's" CUTLERY CHEST

No. 137T—Service for six consists of knives, forks and spoons in gift chest.

ALUMINUM GOODS MFG. CO.
MANITOWOC, WISCONSIN
940 Fifth Avenue Bldg New York 10
1129 Merchandise Mart Chicago 54
World's Largest Manufacturer of Aluminum Cooking Utensils

HOTEL NEW YORKER ROOM 726 toy fair

Soft Water Brings Convenience and Savings

Water from many wells is hard—that is, it contains lime, iron and other minerals that should be eliminated for most satisfactory use.

A water conditioner or water softening equipment washes or filters hard water and makes it mineral free, assuming a condition similar to rain water which is acknowledged by housewives to be ideal for most household uses.

Reconditioning hard water so that it becomes mineral-free has many advantages, among them . . .

1. Increases human comforts.
   Soft water produces thick rich soap suds that quickly and thoroughly clean, keeping the skin soft and smooth. Chapping and roughness is prevented. Hair is left clean and soft.
2. Saves money by decreasing use of soap.
   Statistics have shown that a family of four use over 13 times more soap with 30-grain hard water than with soft water.
3. Reduces labor.
   Soft water washes clothes faster, saving time, labor, electricity. Dishes are clean, sparkling, attractive when washed in soft water.
4. Gives longer life to fabrics.
   Fabrics washed in hard water are caked with calcium; they are brittle and dull looking; wear out faster.
5. Reduces or eliminates repair bills of plumbing and heating systems.
   Lime deposits from hard water clog pipes, reduce diameter, lessen volume and reduce pressures. Deposits make pipe replacements necessary—must be done at considerable expense through new material and labor.

Savings in using soft water often exceed $100.00 a year—soon pay for the installation of water softening equipment.

How to Select the Correct Model SM Water Softener

It is necessary to know . . .

1. The capacity of water supply in gallons per minute.
2. The hardness of the water in grains per gallon.
3. The desired capacity between regenerations.
4. The required flow rate.

Capacity of water supply. In order to efficiently brine and wash the softener a minimum wash rate is necessary. The automatic water system or inlet from city main must supply at least the figure shown for each size under "Wash rate required" in accompanying chart.

Selection Chart

Water Softener Ordering Number

SM-30B SM-44B SM-75B SM-100B SM-150B SM-200B

Wash Rate Required

1.5 GPM 2 GPM 4 GPM 5 GPM 8 GPM 11 GPM

Hardness In Grains Per Gallon	Capacity in Gallons Between Regenerations					
2	15,000	22,000	37,500	50,000	75,000	100,000
4	7,500	11,000	18,750	25,000	37,500	50,000
6	5,000	7,333	12,500	16,666	25,000	33,333
8	3,750	5,500	9,375	12,500	18,750	25,000
10	3,000	4,400	7,500	10,000	15,000	20,000
12	2,500	3,666	6,250	8,333	12,500	16,666
14	2,143	3,143	5,357	7,143	10,714	14,286
16	1,875	2,750	4,687	6,250	9,375	12,500
18	1,666	2,444	4,166	5,555	8,333	11,111
20	1,500	2,200	3,750	5,000	7,500	10,000
22	1,363	2,000	3,410	4,545	6,818	9,090
24	1,250	1,833	3,125	4,166	6,250	8,333
26	1,154	1,692	2,885	3,846	5,770	7,692
28	1,071	1,571	2,678	3,571	5,357	7,143
30	1,000	1,466	2,500	3,333	5,000	6,666
32		1,375	2,343	3,125	4,687	6,250
34		1,294	2,205	2,941	4,410	5,882
36		1,222	2,083	2,777	4,166	5,555
38		1,158	1,974	2,631	3,948	5,262
40		1,100	1,875	2,500	3,750	5,000
42		1,048	1,786	2,381	3,572	4,762
44		1,000	1,705	2,272	3,409	4,545
46			1,630	2,174	3,260	4,348
48			1,562	2,083	3,125	4,166
50			1,500	2,000	3,000	4,000

Maximum Flow Rate for Complete Softening

4.5 GPM 6 GPM 11 GPM 14 GPM 20 GPM 25 GPM

Average Flow Rate Requirements Of Plumbing Fixtures

Size House		Flow Rate Requirements
1 bathroom	homes.....1 to 3	g. p. m.
2 bathroom	homes.....1 to 5.5	g. p. m.
3 bathroom	homes.....1 to 7	g. p. m.
4 bathroom	homes.....1 to 10.5	g. p. m.
5 bathroom	homes.....1 to 15	g. p. m.

Hardness. This must be known in order to determine the number of gallons of soft water that can be obtained between regenerations.

Capacity between regenerations. This determines the size softener selected. Select the largest size that can be properly washed.

Flow rate required. Important only for homes using flushometer valves or in homes having two or more bathrooms. The smallest model "SM" softener will accommodate a one bathroom house.

How to use the Selection Chart

In a home with one bathroom, the water supply has a capacity of 5 gallons per minute. The hardness of the water is 24 grains per gallon, and the softener offering the greatest convenience is desired.

Refer to the selection chart and look under 1 Wash Rate Required. The water supply of 5 g.p.m. will adequately wash each of the first four sizes. Glance down the hardness column, 2, to 24. The capacities between regeneration seen opposite 24 range from 1250 to 4166 gallons. The fourth question need not be answered as it is a one bathroom home. While a smaller one can be used, the SM-100B offers most convenience.

In a two bathroom home the water supply has a capacity of 15 g.p.m. The hardness is 36 grains per gallon, and the softener offering the greatest convenience is desired.

Refering to the Selection Chart; look under 1 Wash Rate Required; the water supply will furnish enough water to wash every size. Under 2, find hardness 36, range from 1222 to 5555 gallons. Refer to Average Flow Rate Requirements of Plumbing Fixtures, will indicate a flow rate requirement of 1 to 5.5 g.p.m. for a two bathroom home. Under 4 it will be seen that the SM-30B cannot be used. While all but the smallest can be used the SM-200B offers the greatest convenience.

It is not recommended that water in excess of 50 grains hardness be softened unless approved by the factory.

Average Water Requirements per Family

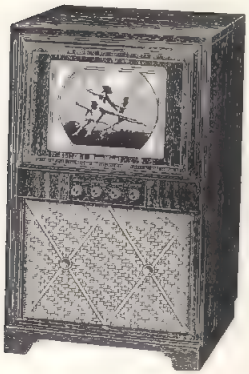
Number of Persons in Family	Average Number of Gallons of Water Used per Week	Number of Persons in Family	Average Number of Gallons of Water Used per Week
2	500	7	1750
3	750	8	2000
4	1000	9	2250
5	1250	10	2500
6	1500		

Based on an approximate 35 gallons per person per day

Sentinel Television Sets

No. 411-CVM Console Model

92-Square Inch Screen



No distortion from any angle with this 92 square inch picture. Provides an amazingly lifelike undistorted picture enlarged to 92 square inches. Full station selection. Twelve channels. The finest that is possible in FM reproduction is actually synchronized with the picture action.

Features

- Twelve Inch Electromagnetic Kinescope tube for proper picture brilliance and clarity.
- Four simplified Control knobs. Off-On and Volume knob; Brightness; Channel Selector and Contrast control.
- Focusing and all horizontal and vertical controls used for adjustment at time of installation are readily accessible at rear of cabinet
- Power transformer provides extra safety features.
- All dangerous shock points guarded by an Interlock switch.
- Twelve channel operation covering all of the television channels. Permits use on any station in any city.
- Beautiful hand rubbed, period style, Mahogany cabinet, console type.

Specifications

Tubes: 4-6AG5; 3-6AU6; 2-6AL5; 1-6SQ7; 1-6AR5; 1-6BH6; 1-6C4; 4-6SN7GT; 1-5V4G; 1-6BG6G and picture tube 12KP4 or 12LP4.
Rectifiers: 1-5U4G; 1-B3GT-8016 and 1 selenium.
Size: 18 x 21 x 35 inches.
Shipping Weight: 135 pounds.

No. 411 CVM Television Sets .....Each 249.95

No. 407-CVM Console Model

140-Square Inch Screen

Large, clear-cut, full tone picture of 140 square inches. Big picture performance in a beautiful hand rubbed mahogany cabinet equally distinguished for craftsmanship. Visual and Aural entertainment so brilliantly seen and pleasantly heard.

Features

- Sixteen Inch Electromagnetic Kniescope tube for brilliancy and picture clarity.
- Readily accessible focusing, horizontal and vertical controls for ease in installation and adjustment.
- Power transformer amply safeguarded.
- Interlock switch guards all dangerous shock points.
- Simplified operation with only four control knobs on front panel of set for Brightness, Channel selection, Off-On and Volume, and Clarity.
- Twelve channel television station selector allowing for use on any station in the country.
- Beautiful hand rubbed, period style, dark Mahogany cabinet that harmonizes with all interiors.

Specifications

Tubes: 5-6AG5; 1-6C4; 3-6AL5; 2-6AU6; 1-6AH6; 1-6SQ7; 1-6AR5; 4-6SN7GT; 1-6BG6G; 1-6W4 and picture tube 16AP4.
Rectifiers: 1-5U4G; 1-1X2.
Size: 28 x 40 x 21½ inches.
Shipping Weight: 145 pounds.

No. 407 CVM Television Sets.....Each 379.95

Prices are Manufacturer's Lists and are subject to Special Discount.

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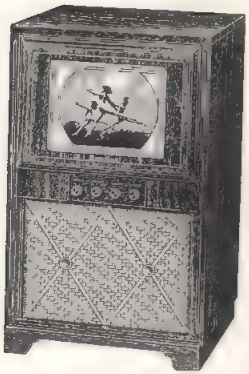

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It is necessary to know . . .

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2. The hardness of the water in grains per gallon.
3. The desired capacity between regenerations.
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Capacity of water supply. In order to efficiently brine and wash the softener a minimum wash rate is necessary. The automatic water system or inlet from city main must supply at least the figure shown for each size under "Wash rate required" in accompanying chart.

Selection Chart

Water Softener Ordering Number

SM-30B SM-44B SM-75B SM-100B SM-150B SM-200B

Wash Rate Required

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Hardness In Grains Per Gallon	Capacity in Gallons Between Regenerations					
2	15,000	22,000	37,500	50,000	75,000	100,000
4	7,500	11,000	18,750	25,000	37,500	50,000
6	5,000	7,333	12,500	16,666	25,000	33,333
8	3,750	5,500	9,375	12,500	18,750	25,000
10	3,000	4,400	7,500	10,000	15,000	20,000
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Average Flow Rate Requirements Of Plumbing Fixtures

Size House		Flow Rate Requirements
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6	1500		

Based on an approximate 35 gallons per person per day

Genuine Shell Cameo Jewelry

Beautifully and Individually hand carved Cameo brooches. All are equipped with a chain loop that can be turned in and out of sight when not used as a pendant. Safety clasp. Illustration actual size.

1943JT-1106—Cameo Brooch. Genuine 25mm Carnelian cameo in 10K Yellow Gold plain tailored frame. Chain loop and safety catch.
Sugg. Retail $23.00

1945JT-[illegible]—Diamond Cameo Brooch. Genuine 30mm Carnelian cameo in 10K Yellow Gold finely etched frame. Selected diamond.
Sugg. Retail $38.00
1956JT-1123—Same without diamond. Sugg. Retail $22.50

1399JT-3[illegible]—Diamond Cameo Brooch. Genuine 40mm Carnelian Cameo 10K Yellow Gold frame. Selected Diamond.
Sugg. Retail $72.00
1600JT-2628—Without Diamond. Sugg. Retail $52.00

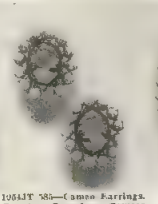
1681JT 1125—Cameo Brooch. Genuine 35mm Carnelian Cameo set in 10K Yellow Gold frame. Chain loop and safety catch.
Sugg. Retail $22.50

1602JT-806—Cameo Brooch. Genuine 25mm Carnelian Cameo set in 10K Yellow Gold frame. Chain loop and safety catch.
Sugg. Retail $15.00

1951JT-223[illegible]—Diamond Cameo Brooch. Genuine 30mm Carnelian cameo with selected diamond set in 10K Yellow Gold popular swirl designed frame. Chain loop and safety catch.
Sugg. Retail $44.50

1952JT-2605—Diamond Cameo Earrings. Genuine Carnelian cameos set with fine diamonds in 10K Yellow Gold popular swirl designed frames. For unpierced ears.
Sugg. Retail $53.00

1953JT-1040—Cameo Earrings. 10K Yellow Gold screw type mountings for unpierced ears with fine genuine Carnelian cameos.
Sugg. Retail $19.50



1954JT 585—Cameo Earrings. Genuine Carnelian Cameos encircled by simulated pearls, in 1/20-12K Yellow Gold filled mountings for unpierced ears.
Sugg. Retail $11.00

1955JT-[illegible]—Cameo Brooch. Genuine 25mm Carnelian cameo in 1/20-12K Yellow Gold filled swirl effect frame, encircled by simulated pearls. Chain loop and safety catch.
Sugg. Retail $18.00

A) 1749JT-640—Cameo Brooch
1/20-12K Yellow Gold filled with 35mm genuine Carnelian cameo. Chain loop and safety catch.
Sugg. Retail $12.00

(B) 1745JT-720—Cameo Earrings
1/20-12K Yellow Gold filled genuine Carnelian cameo earrings with screw type mountings for unpierced ears.
Sugg. Retail $12.50

(C) 1748JT-1246—Cameo Earrings
Genuine Carnelian cameos set in finely tailored 10K Yellow Gold mountings for unpierced or pierced ears. Specify.
Sugg. Retail $24.75
(D) 1956JT-980—Cameo Brooch
Genuine 30mm Carnelian cameo set in highly styled 1/20-12K Yellow Gold filled frame. Chain loop and safety catch.
Sugg. Retail $18.00
(E) 1957JT 1049—Cameo Earrings
10K Yellow Gold genuine Carnelian cameo earrings. For unpierced ears.
Sugg. Retail $19.50

(F) 1953JT-820—Cameo Earrings
Genuine Carnelian cameos set in 1/20-12K Yellow Gold filled mountings for unpierced ears.
Sugg. Retail $9.75

(G) 1950JT-400—Cameo Brooch
Genuine 25mm Carnelian cameo in 1/20-12K Yellow Gold filled frame. Chain loop and safety catch.
Sugg. Retail $7.50

1960JT-1750—Bracelet. Newly fashioned in 10K Yellow Gold with genuine Carnelian cameos.
Sugg. Retail $44.95

(G) 1958JT-1875—Bracelet 1/20-10K Yellow Gold Filled Bracelet set with four Genuine Carnelian Cameos.
Sugg. Retail $25.00

For Cameo Neck Chains See Page 57

Genuine Shell Cameo Jewelry

Beautifully and Individually hand carved Cameo brooches. All are equipped with a chain loop that can be turned in and out of sight when not used as a pendant. Safety clasp. Illustration actual size.

1943JT-1106—Cameo Brooch. Genuine 25mm Carnelian cameo in 10K Yellow Gold plain tailored frame. Chain loop and safety catch.
Sugg. Retail $23.00

1945JT-[illegible]—Diamond Cameo Brooch. Genuine 30mm Carnelian cameo in 10K Yellow Gold finely etched frame. Selected diamond.
Sugg. Retail $38.00
1956JT-1123—Same without diamond. Sugg. Retail $22.50

1399JT-3[illegible]—Diamond Cameo Brooch. Genuine 40mm Carnelian Cameo 10K Yellow Gold frame. Selected Diamond.
Sugg. Retail $72.00
1600JT-2628—Without Diamond. Sugg. Retail $52.00

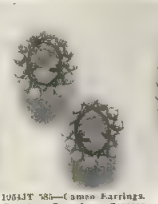
1681JT 1125—Cameo Brooch. Genuine 35mm Carnelian Cameo set in 10K Yellow Gold frame. Chain loop and safety catch.
Sugg. Retail $22.50

1602JT-806—Cameo Brooch. Genuine 25mm Carnelian Cameo set in 10K Yellow Gold frame. Chain loop and safety catch.
Sugg. Retail $15.00

1951JT-223[illegible]—Diamond Cameo Brooch. Genuine 30mm Carnelian cameo with selected diamond set in 10K Yellow Gold popular swirl designed frame. Chain loop and safety catch.
Sugg. Retail $44.50

1952JT-2605—Diamond Cameo Earrings. Genuine Carnelian cameos set with fine diamonds in 10K Yellow Gold popular swirl designed frames. For unpierced ears.
Sugg. Retail $53.00

1953JT-1040—Cameo Earrings. 10K Yellow Gold screw type mountings for unpierced ears with fine genuine Carnelian cameos.
Sugg. Retail $19.50



1954JT 585—Cameo Earrings. Genuine Carnelian Cameos encircled by simulated pearls, in 1/20-12K Yellow Gold filled mountings for unpierced ears.
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1/20-12K Yellow Gold filled with 35mm genuine Carnelian cameo. Chain loop and safety catch.
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(G) 1958JT-1875—Bracelet 1/20-10K Yellow Gold Filled Bracelet set with four Genuine Carnelian Cameos.
Sugg. Retail $25.00

For Cameo Neck Chains See Page 57

SHMOOS MULTIPLY

. . . PROFITS, THAT IS!

Demand for the SHMOO PLUG BAIT is multiplying like Al Capp's original Shmoos — and small wonder! It's a realistic reproduction of Li'l Abner's famous friends, designed to spotlight attention on your lure displays. And, it's not only got *eye-and-buy* appeal, but *we guarantee it'll catch fish.* Tried under all conditions, it's a killer for large and small mouth bass, and for pike. Made in all finishes, various color combinations. New style lip gives the Shmoo a live, darting action. If you haven't had the Shmoo on display, order now — there's still plenty of time to cash in.

PRIZE PACKAGE

The Shmoo comes to you in a brightly colored package, perfect for attention-getting counter display. Drawings are by Li'l Abner's famous creator, Al Capp. Daisy Mae, Mammy and Pappy Yokum and Li'l Abner himself all appear on the box. Best of all, a Shmoo display will draw attention to your WHOLE LINE of lures . . . help you move other items, too.

SPECIAL

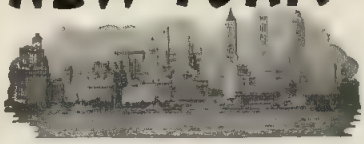
Write for details on H-I's special local advertising proposition. It's an easy, economical way to advertise the Shmoo in your local newspapers . . . to add spice to your other tackle advertising. Don't delay — the selling season is *NOW!*

HORROCKS-IBBOTSON COMPANY

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

NEW YORK



ONE OF the most striking and compelling advertisements to ever be used in the New York City metropolitan area by a sporting goods concern was that inserted in the New York Times by Davega, Inc., recently to announce opening of its twenty-fifth store, at 110 Market street, Newark, N. J.

Rather than the price-slashing sales so common in our larger cities, Davega's ad imparted, dramatically, the message that here was a store which, like the others in the organization, would base its appeal to the consumer on the tremendous good-will possessed by the nation's outstanding name-brands.

To illustrate this theme, the advertising artist showed a long column of the trademarks of such firms as Spalding, Rawlings, Wilson, Volt, Kroydon, Worthington, MacGregor Goldsmith, Jantzen, Husseo, Ocean City, Cortland, Hillerich & Bradsby and dozens more. The headline element of the ad read: "Davega—A leader in the world of sports . . . features the world's most famous brands . . . the Choice of Champions."

Davega deserves an "Oscar" from the entire industry—from the dealers, as well as from the manufacturers and jobbers—for pointing the way to a new era in competitive merchandising. Millions of dollars are spent annually by our name manufacturers to create consumer acceptance of their pro-

This Is the Full Page Ad Announcing Davega's New Store.

Office Typewriters — Adding Machines

724T-9405—Woodstock "Signature" Office Typewriter

The new Woodstock "Signature" is more beautiful than any typewriter you've ever seen! . . . And it's all yours—just slide your own signature card into the nameplate and it's truly your personalized typewriter. You'll be proud to own it and you'll marvel at its performance. New contour-curved keys shaped to fit your fingers—new instantly removable cowl for changing ribbons—new sight-set margin permits visible settings without moving the carriage—new line-space lever for smooth action—new self-centering paper ball—new easy-operating back-space lever on same level as keyboard—new redesigned tab set key for rapid clearing and setting of individual tab stops. The all-new "Signature" is the last word in typing efficiency—an asset to every office. Specify Pica or Elite type

Established Retail $151.05

the new *Signature* BY WOODSTOCK

includes all these famous features that have made Woodstock the choice of millions!

1. EXCLUSIVE! Quick release for all tab stops.
2. EXCLUSIVE! Easy accessibility for cleaning and adjusting.
3. EXCLUSIVE! Inbuilt card and paper holder.
4. EXCLUSIVE! Dustproof segment.
5. EXCLUSIVE! Shockproof frame.
6. EXCLUSIVE! Forward tilting paper table with Wonder Window.
7. Unit touch control
8. Automatic and manual ribbon reverse.
9. Easy reach paper release and carriage control.
10. Individual key action tuning.
11. Shift keys lock on both sides.
12. Accelerated type bar action.
13. One-piece steel-casting carriage.
14. Segment shift.
15. Two-color ribbon control.
16. 1-, 2- and 3-line spacing.
17. Permanent soft roller.
18. Reversible ribbon spools.
19. Visible front scale.
20. Ribbon cut-out for stencil.
21. Adjustable paper edge guide.
22. Positive paper feed.
23. Carriage lock for vertical typing.
24. Ribbon moves only when typing.

Smith-Corona Adding Machine & Cashier

NEW—Improved Models With

- Two-tone Color Speed Keyboard
- Finger-Fitting Keys
- Greater Visibility of Last Items Printed

725T-8707—Smith-Corona Adding Machine

The NEW SMITH-CORONA adding machine with new improved, streamlined features, plus its long established reputation for accuracy, efficiency, and rugged serviceability. Now built with one-piece durable plastic case, removable by releasing two latches. New guides for quick insertion of paper roll. Greater visibility of tape with larger convex plastic window. Seven-column keyboard, adding to 8 figures. Slightly concave, smooth, permanently readable keys. Quick action, snap-on handle. Non-add key; total and sub-total keys, repeat and error lever. Handsomely finished case in grey-brown with two-tone green and maroon keyboard. Capacity 999,999.99.

Established Retail $113.95

726T-13312—Smith-Corona "Cashier"

New streamlined Smith-Corona "Cashier" with all latest advantages of the adding machine in a durable plastic case with wooden cash compartment. Hidden latch lock securely fastens machine to drawer, yet is easily and simply unlocked. For simplified accounting and cash registering—balances cash, and records day's receipts and expenditures for 9 classifications. Large convex plastic window for clear visibility of tape. Color speed keyboard of two-tone green and maroon. Smooth, shaped-to-finger keys. New guides for quick and easy insertion of standard paper rolls. Non-add total and sub-total keys, repeat and error lever; individual column controls. Patented construction with ball-bearing and steel channels permits drawer to glide freely and smoothly. Five compartments for coins, 2 for bills, and a compartment for receipts or sales tickets.

Established Retail $177.50

★ NOTICE—All Established Retail Prices on this page are set in accordance with Fair Trade Agreements by the manufacturer. They are not the prices at which Bennett Brothers sell. See Page 419 for Trade Information.

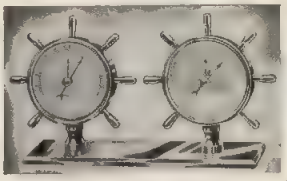
Scientific Instruments

849OT-750—S. & A. Anchor Barometer
This anchor-like barometer with its ship's brass finish is 6¾"x4¾" and has a 3" white frosted dial. Actually it is two models in one for it may be hung on the wall or the bar can be turned at right angle and it becomes a very useful desk ornament
Mfr's. Sugg. Retail $12.50

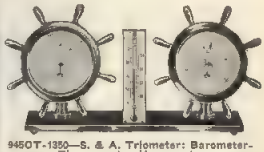
0830T-2370—S. & A. Lexington Clock, Barometer and Thermometer
Clock combination in the traditional Colonial design Includes synchronized self-starting electric clock 1110 volts; A.C. only). S. & A. barometer and thermometer Hand-rubbed solid mahogany cabinet with contrasting brass bezels and railings. 14½" long 6¼" high, 3½" deep. Mfr's. Sugg. Retail $39.50

9840T-1770—S. & A. Bedford Clock and Barometer
Contains synchronized self-starting electric clock 1110 volts, A.C. only) with sweep second hand and precision built barometer. Hand-rubbed solid mahogany cabinet with contrasting brass bezels and railings. 8¾" wide, 9" high, 3½" deep
Mfr's. Sugg. Retail $29.50

6300T 720—S. & A. Single Ship Wheel Barometer
An exquisitely proportioned desk or table model, executed in solid brass, this barometer is finished in lustrous statuary bronze with contrasting glass and upright in sparkling, polished brass. An exceptionally dignified model that will appeal to the most discriminating. Height 5", of white frosted dial
Mfr's. Sugg. Retail $12.00



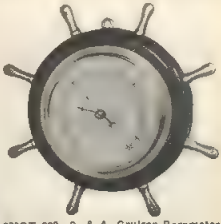
1064OT-900—S. & A. Twin Ship Wheel
This Barometer-Thermometer presents a beautiful adaptation of the ship wheel design in polished brass protected indefinitely by a special clear lacquer. Precision barometer, thermometer combination. 3" white frosted dials Height 8½" Length 8½"
Suggested Retail $15.00



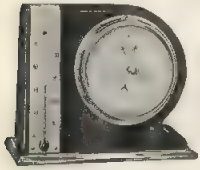
9450T-1350—S. & A. Trio-meter: Barometer-Thermometer-Hygrometer
Sparkling brass spokes, bezels and uprights form a brilliant contrast to the lustrous dignity of the caps, rings and base finished in statuary bronze. The barometer predicts the weather 12 to 24 hours ahead, and the thermometer and hygrometer give you both temperatures and humidity. 3" white frosted dials and thermometer scale Ht. 5¾", length 11
Mfr's Sugg Retail $22.50

9920T-810—S. & A. Yacht Barometer
This Yacht Barometer can be removed from bulkhead of boat when boat is put up for winter and re-mounted on plaque for home use. Barometer is precision built with simplified adjustment for altitude. 3" frosted dial is charted for ease of reading. Solid brass case, 5" overall
Mfr's. Sugg. Retail $13.50

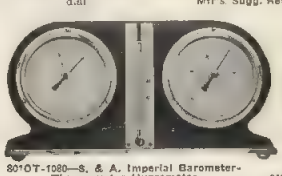
6930T-450—S. & A. Weatherman Barometer
The visibility of the reading matter on the dial is excellent. Beautifully finished in brass and black enamel. Size overall 5⅝" with a 4" silver dial
Mfr's. Sugg. Retail $7.50



8890T-600—S. & A. Cruiser Barometer
Popular ship's-wheel style framed wall instrument with S. & A. reliable Barometer with simplified 4" white frosted dial set in solid mahogany steering wheel frame decorated with brass ring around 4½" bezel. Overall width 8"
Mfr's. Sugg. Retail $10.00

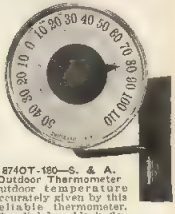


6890T-750—S. & A. Barothermo
Comprises a fine precision barometer and thermometer combination set in a solid mahogany stand, on a heavy brass base Thermometer scale plate in silver finish, barometer has a 3" white frosted simplified dial. Height overall 6"; width overall 5½"
Mfr's. Sugg. Retail $12.50



8010T-1080—S. & A. Imperial Barometer-Thermometer-Hygrometer
The graceful flowing lines of the Imperial weather set with gleaming hand-rubbed mahogany finish and ship's brass bezels distinguish an instrument of great beauty and usefulness The barometer predicts the weather. The thermometer indicates room temperature while the hygrometer shows the percentage of relative humidity. Simplified adjustment for altitude Height 5", length 9¼" 3 dials
Mfr's Sugg Retail $15.00

9460T-450—S. & A. Pend Barometer Thermometer
Wall model of black bakelite with white frosted trim, dial and chromium bezel The barometer and the thermometer keep you up to date on what the weather will be many hours in advance. Height 8½"
Mfr's. Sugg. Retail $7.00



8740T-120—S. & A. Outdoor Thermometer
Outdoor temperature accurately given by this reliable thermometer. The dial has black figures on a white face for legibility and will not discolor. Wood frame 4" diameter. Adjusts to any angle Bracket fastens to outside window frame
Mfr's. Sugg. Retail $3.50

SILEX ORIGINAL GLASS Coffee Makers

NEW CONSTELLATION LINE—2 MODELS

4964ET-797—8 Cup Silex "Constellation" Electric Brewer with Stove

The trim lines of this completely modern coffee maker will appeal to the hardest-to-please customers. The striped platinum line motif in the bowls blends with the striped design of the wide chromium plated collar band. Hinged decanter cover keeps coffee hot longer. Equipped with famous Silex "Lox-In" glass filter. New deluxe, self-timing stove with automatic heat control for easy brewing. The new broad lines of the lower bowl assure greater stability, and give faster heating for the most economical operation. Black with chrome trim. Attached cord.

Established Retail $11.95

4965ET-432—Same as above, without stove

Established Retail $8.95

4966ET-663—8-Cup Silex "Mercury" Electric Brewer with Stove

This model wins wide favor because of the plain, modern lines. Some of its deluxe features are: combination upper bowl holder and cover; new finger control handle; self-sealing plug and the famous Silex "Lox-In" glass filter. The electric stove is completely new in design—its self-timing for fast efficient operation, has attached cord with strain relief feature. Black with chrome trim

Established Retail $9.95

4967ET-357—Same as above, without stove

Established Retail $5.95

24- to 48-Cup Capacity DRIP COFFEE URN

For Home Party, Church, Club, Lunch Counter, Roadside Stand

- Exclusive WEST BEND One-Piece Dripper with Perforated Screen Easy to Handle—Easy to Clean
- Glass Gauge Indicates Coffee in Urn Stamped Cup Graduations
- Sixteen-gauge Aluminum Retains Heat Chromalox Heating Unit Keeps Coffee Hot
- Completely Enclosed Electric Base Flanged Base for Permanent Fastening
- No-Drip Faucet Urn Bottom Raised in Center Permits Natural Flow of All Beverage Through Faucet
- 36 Cups of Coffee in 12 Minutes "High"—"Low"—"Off" Handy Toggle Switch

4805ET-2043—24 to 48 Cup Drip Coffee Urn

New DeLuxe All Aluminum Drip Coffee Urn by West Bend makes 24 to 48 cups of coffee. Excellent for entertaining at home or for churches, clubs, hospitals, drug stores, etc. Made of sturdy 16-gauge aluminum; 26" high, completely enclosed electric base with Chromalox heating unit, air-cooled; high-low-off heat switch. Has Tomlinson no-drip faucet and glass gauge indicating contents of urn. Stamped cup graduations; flange on lower edge of base for fastening to table. Permanently attached cord. AC only, 110-120 volts

Mfr's. Sugg Retail $29.95

4716ET-685—Husky Hand-Operated Freezer

Modern, streamlined, easy-turning home freezer. Gives fast-freezing performance. Smartly styled main frame with self-centering locking device. Protected mechanism with super process rust-proof die cast Zamak gears. Durable wood tub finished in Royal Blue. Double seam cream can of leakproof enke tin plate. Sturdy iron dasher. Capacity 4 qts.

Established Retail $10.30

K-M QUAD Waffle Baker

4968ET-1530—Knapp-Monarch QUAD Waffle Baker

FOUR waffles ready to serve at one baking. Nichrome heating element assures uniform heat; signal light tells when QUAD Waffle Baker is ready for batter and when waffles are done. Set- indicator for "light," "Medium" or "Dark." Cool plastic handles and color control knob. Satin chrome finish and graceful mold blends into the most attractive setting of breakfast or luncheon table. Underwriters' approved. 1100-watts, 115-volts, AC only

Established Retail $22.95

- Four big, delicious waffles at one baking.
- As you want them—Light, Medium or Dark.
- Signals "Ready for Batter" and "Done."

4394ET-1251—Kitchen Aid Electric Coffee Grinder

For coffee that is a fragrant, bracing beverage—the Kitchen-Aid Coffee Mill is a necessity. Finished in ivory enamel. A choice of 16 different grinds. Ground coffee pours into graduated glass and is automatically measured. AC or DC Universal type motor, self-lubricating. Glass container holds 1¼ lbs. bean coffee. Overall height 13", base diameter 6"

Mfr's Sugg Retail $19.25

4211ET-1702—Electric Ice Cream Freezer

Dolly Madison freezer makes old-fashioned home-made ice cream. Just plug it in and let it run. Die cast aluminum main frame, baked-on white enamel. Pine tub, finished grey bound with steel bands. Cream can of prime tin plate. New locking device permits easy assembly. Underwriters' Laboratories approved motor, A.C. 110 volts, with 6½' cord. Geared to correct freezing speed; centered for direct drive. Fully guaranteed. Complete with recipe book. Cap. 4 qts.

Established Retail $24.95

Snap-On Grids Make Quad Waffle Baker an Extra Large Grill

4969ET-228—Snap-On Sandwich Grills

When waffles are done, snap the grills to the Quad Baker for grilled bacon or sausages. Keep the grills handy for delicious grilled sandwiches—the separator feature prevents sandwiches from becoming flattened or tightly compressed while toasting.

Established Retail $3.50

4802ET-1129—Nicro Stainless Steel Electric Percolator

All-electric, 8-cup percolator made of gleaming stainless steel with built-in 575 watt heating unit. Non-porous and not affected by coffee acids or oils. Cleans with a damp cloth—will not chip or crack. All inside parts are of stainless steel, cool Bakelite handle. Heat-resistant glass bubble top makes operation visible. Complete with cord.

Established Retail $16.95

Electric Coffee Urn Sets, Percolators

4904ET-2130—4-Piece Percolator Set

Solid brass chrome-plated coffee service includes electric percolator, sugar and creamer, with oblong tray. 10-Cup percolator contains 9-in-1 fuse feature which assures lifetime service. Delicately molded tray, 19" x 13" with engraved center in scroll and medallion motif. Rustless and stainless—resistant to scratching. U.L. approved and complete with cord. AC-DC

Mfr's. Suggested Retail $31.95

4840ET-2468—Manning Bowman Electric "Party" Urn Set

Coffee Urn for brewing or serving coffee at parties or for large groups—makes 24 cups of coffee. Inside parts may be removed and the urn used to serve its full capacity of 32 cups. Thermostatic control keeps coffee hot indefinitely without boiling. Gleaming chrome finish with ivory Ariante trim. Dripless type faucet. 14" high. U.L. approved. Complete with cord. A.C. only.

Established Retail $37.00

4905ET-2155—4-Piece Coffee Urn Set

Gracefully modern electric coffee urn set in chrome-plate over solid brass. Four piece set includes coffee urn, sugar and creamer, oblong tray. Urn capacity 10 Cups. All-over medallion center engraving on 20" x 12" tray. Black pastic handles. Drip-free faucet. 9-in-1 fuse feature assures long service. U.L. approved and complete with cord. AC-DC.

Mfr's. Suggested Retail $32.50

4792ET-1680—4-Piece Urn Set

Modern fluted design with black plastic handles. Electric urn sugar-bowl, creamer and oblong tray in chrome-plated solid copper. Capacity 10 cups. Approximate height 16". Tray 19" x 11½" overall. Underwriter's approved cord and plug. A.C. only.

Mfr's. Suggested Retail $28.75

4779ET-860—Glass Lined Electric Percolator

Coffee is brewed in glass, protected by chrome-plated solid brass with attractive pierced design. The glass inset is of Pyrex and will not break from heat. Is easily removed for sterilizing, but will not drop out when pouring coffee. 8-cup capacity. U.L. approved. Complete with cord.

Mfr's. Suggested Retail $13.90

4843ET-1680—4-Piece Electric Percolator Set

Four-piece Colonial design percolator set. Chrome-plated over solid copper. 10-cup capacity percolator, sugar-bowl creamer and oblong tray. Tray 19" x 11½" overall. Underwriter's approved cord and plug. A.C. only.

Mfr's. Suggested Retail $26.75

4795ET-2725—6-Piece Electric Urn Set

Six-piece electric coffee urn service includes 9-cup urn, covered sugar-bowl, creamer, covered butter dish, covered jam dish, and oblong tray. Gracefully molded of chrome-plated solid brass, with distinctive handle design. Tray measures 20" x 12". Urn has drip-free faucet and is equipped with U.L. approved cord set. AC-DC

Mfr's. Suggested Retail $40.95

4906ET-1085—Electric Percolator

Electric percolator featuring the 9-in-1 fuse which assures long service. Of solid brass, heavily plated with chrome—both rustless and stainless. Shout is made of sanitary nickel silver. This percolator bears U.L. approval and comes complete with cord set. Capacity 8-cups. AC-DC.

Mfr's. Suggested Retail $16.25

4907ET-2785—4-Piece China Electric Urn Set

The exotic beauty of black china, enhanced by "Golden Glo" metal in its own natural lustre. The highest quality vitrified china. The lovely molded design and engraving is in keeping with its unusual coloring. Set includes 10-cup electric coffee urn, covered sugar-bowl, creamer, and 20" x 12" oblong tray with embossed center. Complete with cord. U.L. approved. Mfr's. Suggested Retail $41.75

For Trade Information See Page 419

Copyright 1950, The International Silver Company. Meriden, Conn.

Blossom Time and Brocade

Breath-taking beauties, both of them!

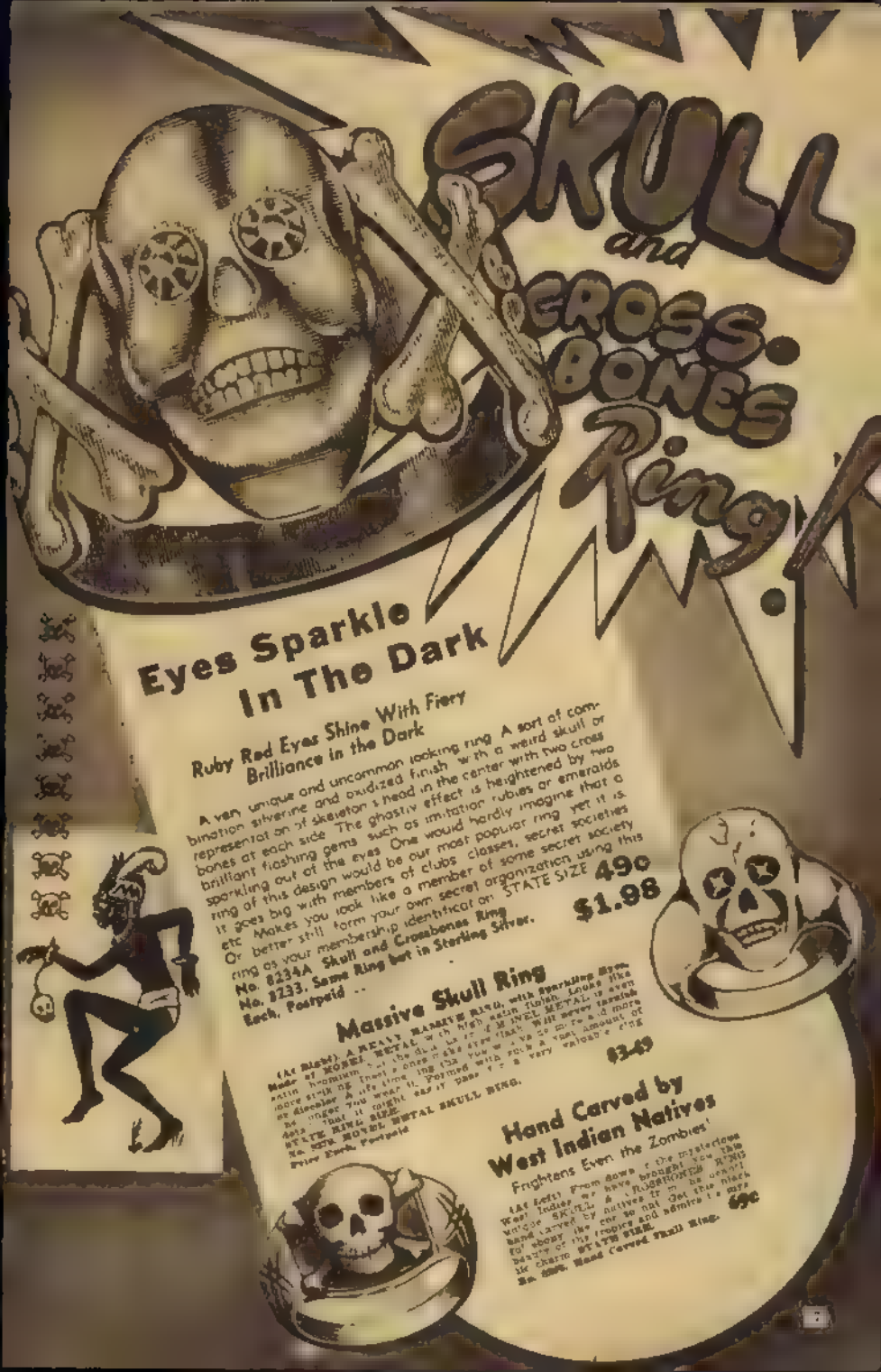
BLOSSOM TIME AND BROCADE—two proud additions to the silver that received the 1950 Fashion Academy Award!

BLOSSOM TIME—youthful, completely charming. Matchless blossoms emerging from slender leaves—a perfect replica of a living, growing flower.

And in Blossom Time you get a *balanced* place setting—the flower swings to the *left* on the *right* on others. A new idea in sterling flatware!

BROCADE—traditional in design, utterly luxurious. With the textured elegance found in rarest fabrics, this is truly a pattern of distinction.

You'll want to see these exquisite new International patterns at your silverware dealer's. Why not see him today—and ask him about


SKULL
and
CROSS-BONES
Ring!
Eyes Sparkle In The Dark
Ruby Red Eyes Shine With Fiery Brilliance in the Dark
A very unique and uncommon looking ring. A sort of combination silverine and oxidized finish with a weird skull or representation of skeleton's head in the center with two cross bones at each side. The ghastly effect is heightened by two brilliant flashing gems such as imitation rubies or emeralds sparkling out of the eyes. One would hardly imagine that a ring of this design would be our most popular ring yet it is. It goes big with members of clubs, classes, secret societies etc. Makes you look like a member of some secret organization using this ring as your membership identificator. Or better still form your own secret organization using this ring as your membership identificator.
No. 8234A. Skull and Crossbones Ring. STATE SIZE 49c
No. 1733. Same Ring but in Sterling Silver. $1.98
Each, Postpaid
Massive Skull Ring
(At Right) A REALLY MASSIVE RING, with Sparkling Eyes. Made of MOREL METAL with high satin finish. Looks like satin silk or velvet. That's one of the features of MOREL METAL. It never discolors. As its name implies, MOREL METAL is even more tarnish proof than the finest silver. Will never tarnish as long as you wear it. Polished with a cloth or rubbed with fine steel wool it will shine like a new dime. Will not wear off. Will not rust. Will not corrode. Will not crack. Will not peel. Will not chip. Will not fade. Will not break. Will not bend. Will not scratch. Will not crease. Will not dent. Will not warp. Will not shrink. Will not stretch. Will not shrivel. Will not blister. Will not crumble. Will not split. Will not crumple. Will not crush. Will not flake. Will not pit. Will not rot. Will not mildew. Will not mold. Will not mildew. Will not mold. Will not mildew. Will not mold

INDIAN Style JEWELRY

MASSIVE MEXICAN MOTIF RINGS

Indian Head Ring

Looks like Indian Head or Sun. Gold Gold color
No. 8874. Price Postpaid **$3.49**

Lucky Horse Shoe

A favorite with Indian horseshoe
No. 8884. Lucky
Horseshoe Mtsd. Price **$3.49**

Egyptian

No. 8876. Gold color. Postpaid **$3.49**

Stone Set Thunderbird Earrings

Synthetic turquoise matched up stone set. Silver color. Screw back.
No. 8701. Per Pair **50c**

Thunderbird Pin

Antiqued silver colored with large & small synthetic turquoise stones. Pin back. Over 2-in. Deep cut Indian symbol design.
No. 8708.
Price Postpaid **50c**

Lucky Demon Dragon Ring

Mammoth size gold color
No. 8878. Price Postpaid **$3.49**

Skull & Crossbones

Stunningly stylized curved design
No. 8871. Price Postpaid **$3.49**

Silver tremendously large in size.

Thunderbird Stone-Set Bracelet

Very attractive with synthetic stones set in Indian Silver Raised Design
No. 9888. Price Postpaid **50c**

Exact Replicas of Deep-Cut Design Indian Silver Jewelry

Sunburst Stone-Set Bracelet

Fine large stone with small stones set on side. Beautiful.
No. 9837. Price Postpaid **$1.50**

Arrow and Stone Bracelet

Marked with Indian Arrow synthetic turquoise blue stone
No. 9838. Price Postpaid **75c**

Low Priced Yet Looks Authentic

RINGS

Massive 5-Stone

Thunderbird Arrow Pin

Synthetic turquoise blue stone set. Silver color. Pin back.
No. 8702. Postpaid **75c**

Jinx 4-Snake Ring

They Look Almost Alive!

Most unique ring. Large red onyx blue stone with 4 interwoving coils looking snakes
No. 8806. JINX 4-SNAKE RING.
Price Each. Postpaid **$2.98**

Thunderbird Ring

RING. (Below). Synthetic turquoise blue stone set.
No. 8815. Postpaid **50c**

Sunburst

RING. (Below). Stone with raised design
No. 8816. Postpaid. **50c**

Turtle

RING. (Below). Clear blue stone set
No. 8868. Postpaid **50c**

Arbogast's Tin Liz Baits

For Fly Rods — Duralumin Body

Easy to cast. Has double action. Wobbles along with tail spinner whirling, acting like a real cripple. For Bass, Crappies, Bream and big Trout. Can be used for spinning by merely adding split shots to leader. Weight ⅛ oz. Length 2¼ inches. No. 1 Hook. Packed 12 of one kind on a display card. Weight 4 oz.

No. **1251-R** Red ... ... per Doz. **6.00**
No. **1251-C** Chub ... ... per Doz. **6.00**
No. **1265-A** Assorted ... ... per Doz. **6.00**

Halik Frogs

For Casting — Two Sizes

Looks like a frog, swims like a frog. Made of durable plastic with live rubber legs. Will take lots of abuse Patented action of the hind legs gives Frog a life-like action. Three hooks are placed so as to make your fishing weedless.

Two sizes. Regular ⅝ oz. Junior ⅜ oz. Packed 12 per carton.

Halik Frogs ... ... per Doz. **18.00**
When ordering specify ⅜ oz or ⅝ oz. size

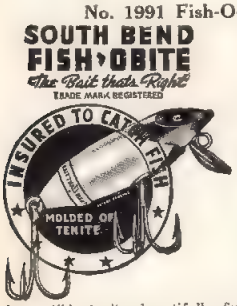
Steel's Wigglefrogs

For Casting — Weedless

For close to shore fishing. Looks like a live frog. Plastic body and pliable nylon legs. Single weedless hooks on each leg. Weight ⅜ oz. Individually packaged in transparent plastic containers.

Steel's Wigglefrogs ... per Doz. **18.00**

No. 1991 Fish-O-Bites



Effective for casting or trolling. Made for use with light and medium tackle, it can be cast long distances with ease and bullet-like accuracy because of its weight, balance and design. Recommended for large and small mouth Bass, Lake Trout, Walleyed Pike, Pickerel and other fresh and salt water fish.

Molded of indestructible tenite, beautifully finished and durable. Removable cadmium plated hooks suspended from stainless steel pin. Hooks are non-fouling. Body 2⅝ inches long. Equally effective day or night. Supplied in six lifelike patterns: Red arrowhead, white body; white arrowhead, black body; yellow perch scale; pike scale; silver speckled white body with red stripe, silver speckled yellow body with black stripe.

No. **1991** Fish-O-Bites ... per Doz. **15.00**

No. 910 Nip-I-Dees

Semi-Weedless

For use along shore in weed pockets. Fore and aft spinners give flash to bait and act as weed guards. Front hooks retract close to body when retrieved through weeds. Length 3 inches. Weight each ⅝ oz. Equipped with three No. 4 Double hooks and spinners front and back. Patterns: Aluminum; red arrowhead, white body; red arrowhead, aluminum body; white arrowhead, black body; red arrowhead, yellow body; yellow perch scale finish. Packed 12 of one kind in a carton. Weight carton 1¼ lbs.

No. **910** Nip-I-Dees ... per Doz. **15.00**
Packed 12 in carton

No. 973 Bass-Orenos

Distinguished for its darting, diving action. Has three No. 1 Treble hooks. Length 3⅝ inches. Weight each ¾ oz. Patterns: Red arrowhead, white body; yellow perch scale; pike scale; imitation frog; Nite Luming finish; and scale finish, green. Packed 12 of one kind in a carton. Weight carton 1½ lbs.

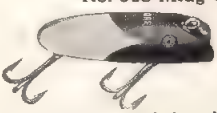
No. **973** Bass Orenos ... per Doz. **13.20**
Packed 12 in Carton

No. 972 Babe-Orenos

Small size, perfect for use with light action rods. Has two No. 1 Treble hooks. Length 2¾ inches. Weight each ½ oz. Patterns: Red arrowhead, white body; yellow perch scale; imitation frog; scale finish, green. Weight per container 1¼ lbs. Packed 12 of one kind in a carton.

No. **972** Babe-Orenos ... per Doz. **10.80**

No. 968 Midg-Orenos



The smallest lure of the Bass-Oreno type. Same darting, diving action. Length 2¼ inches. Has two No. 5 Treble hooks. Weight each ⅜ oz. Patterns: Red arrowhead, white body; yellow perch scale; pike scale; and scale finish, green. Packed 12 of a kind in a container.

No. **968** Midg-Orenos ... per Doz. **10.20**

No. 956 Baby Pike-Orenos

Size, shape and weight make it ideal for casting. Has two Treble hooks, steel head-plate and leader. Length 3¾ in. Weight ea. ½ oz. Patterns: Red arrowhead, white body; yellow perch scale; pike scale; and silver speckled white body, green back. Weight carton 1¾ lbs. Packed 12 of a kind in a container.

No. **956** Baby Pike-Orenos ... per Doz. **15.00**

Prices shown are based on manufacturers' list.
On South Bend Lures Specify Color When Ordering.

No. 2½ Hawaiian Sputterfuss Baits

For Casting

Noisy surface lure. Will not hang up in rough places. Equipped with large skirt. Used for bass, muskies and other game fish. No. 5/0 hook. Length, 4½ inches. Weight, ⅝ ounce. Weight per carton, ½ lb. Packed six of one kind in a carton.

No.	Body Color	Per Doz.	No.	Body Color	Per Doz.
250R	Red and White	**13.20**	**253Y**	Yellow	**13.20**
251F	Frog	**13.20**	**265A**	Assorted	**13.20**

No. 3 Hawaiian Wigglers

For Casting—Weedless Type

Streamlined to go through fine clinging moss and muck. For large mouth bass and pike. Casts like a bullet. Has small skirt. Will hold true in high winds. Length, 2¾ inches. One No. 3/0 Hook. Weight each, ⅝ oz. Packed six of one kind in a carton. Weight per carton, ½ lb

No.	Body Color	Per Doz.	No.	Body Color	Per Doz.
300R	Red	**14.52**	**304S**	Scale	**14.52**
302B	Black	**14.52**	**310N**	Nickel Plate	**14.52**
303Y	Yellow	**14.52**	**315A**	Assorted	**14.52**

Arbogast's Hula Popper Baits

For Fly Rods

Produces plenty of noise and action. Small type, Hula skirt curls and seems alive even when bait is at rest. Cork body. No. 1/0 Hook. Length, 1½ inches. Wt., ⅛ oz. Packed 12 baits of one kind in a carton. Wt., 6 oz. per carton.

No. **1000R** Red Head ..per Doz. **9.00**
No. **1001F** Frog .....per Doz. **9.00**
No. **1000B** Black .....per Doz **9.00**
No. **1003Y** Yellow ....per Doz. **9.00**
No. **1015A**—Consists of assortment of 12 Baits in carton. Wt. 6 oz. per doz.

Arbogast's Hula Dancer Baits

For Casting—Plastic Body

Open water bait. A sinking lure that runs medium depth. For all game fish. Has small skirt. Has two No. 2 Treble hooks. Length, 2 inches. Weight, ⅝ oz. Packed six baits of one kind in a carton. Weight per carton, ½ lb.

No.	Body Color	Per Doz.	No.	Body Color	Per Doz.
800R	Red Head	**14.52**	**805P**	Perch	**14.52**
801F	Frog	**14.52**	**806PL**	Pearl	**14.52**
802B	Black	**14.52**	**811BH**	Black Herringbone	**14.52**
803Y	Yellow	**14.52**			
804S	Scale	**14.52**	**812PLH**	Pearl Herringbone	**14.52**

Hula Dancer Assortments

No. **815A**—Consists of assortment of 6 Baits in carton. Wt., 6 oz.....per Doz. **14.52**

Fireplug Finish

No. **880R** Neon Red .....per Doz. **17.40**
No. **888S** Fiery Sunrise .....per Doz. **17.40**
No. **889SG** Saturn Green .....per Doz. **17.40**

Arbogast's Hula Skirts

Rubber—Large Type

For use with No. 1, No. 1½, No. 2, and No. 2½ Hawaiian Wigglers. More action and color than bucktails, feathers or pork rind. Choice of 11 colors. Skirt attached regular style makes a slender crippled minnow bait. On backwards makes a short wide lure with violent action. Length, 3½ inches. Weight per carton, 2 oz. Packed 12 of a kind in a carton.

No.	Body Color	Per Doz.	No.	Body Color	Per Doz.
4000	Red	**3.36**	**4006**	Black and White	**3.36**
4001	White	**3.36**	**4007**	Red and Yellow	**3.36**
4002	Black	**3.36**	**4008**	Black and Yellow	**3.36**
4003	Yellow	**3.36**	**4009**	Black and Red	**3.36**
4004	Red and Yellow	**3.36**	**4010**	Green and White	**3.36**
4005	Yellow and White	**3.36**	**4015**	.. . .	

No. **4015**—Consists of assortment of 12 Baits in carton. Weight 2 oz. .....per Doz. **3.36**

Arbogast's Hula Skirts

Rubber—Small Type

Small size Hula Skirts, 20 tails. For ⅝ oz. Casting Hula Popper, Hula Dancer, No. 3 Hawaiian Wiggler, Hula Spinner, and Fly Rod Hula Popper. Length, 2½ inches. Packed 12 to a carton. Weight, 2 oz.

No.	Body Color	Per Doz.	No.	Body Color	Per Doz.
2000	Red	**2.04**	**2006**	Black and White	**2.04**
2001	White	**2.04**	**2007**	Red and Yellow	**2.04**
2002	Black	**2.04**	**2008**	Black and Yellow	**2.04**
2003	Yellow	**2.04**	**2009**	Black and Red	**2.04**
2004	Red and White	**2.04**	**2010**	Green and White	**2.04**
2005	Yellow and White	**2.04**	**2015**	.....	**2.04**

No. **2015**—Consists of assortment of 12 Baits in carton. Weight, 2 oz. .....per Doz. **2.04**

Arbogast's Hula Spinner Bait

For Fly Rods—Plastic Head

Steady retrieve or jerk makes this bait act alive in the water. Takes bass and pan fish. Adding small light casting weight to spinner shaft eye or No. 4 or No. 5 buck shot to bend of the hook, makes it an ideal spinning lure. Equipped with small skirt. Weight ⅛ oz. Length, 2¾ inches. No. 1/0 Hook. Packed 12 to the carton. Weight, 6 oz.

No. **1100R** Red .....per Doz **9.00**
No. **1109G** Green .....per Doz. **9.00**
No. **1102B** Black .....per Doz. **9.00**
No. **1103Y** Yellow .....per Doz. **9.00**

No. **1115A**—Consists of assortment of 12 Baits in carton. Weight, 6 oz. .....per Doz. **9.00**

Dependable

CHAMPION

First Choice in Spark Plugs

For Over a Quarter Century

BE A CHAMPION DRIVER... *It's Schooltime Again — Be Extra Cautious!*

"School Zone" signs call for extra caution on the part of the champion driver. Stop for children boarding or unloading from school buses; or getting in or out of private cars.

Obey Safety Patrol boys. These youngsters have compiled outstanding safety records. They shoulder a responsibility far beyond their years and need your cooperation.

The stamp of a champion driver is observing all safety rules. When it comes to spark plugs, champion drivers everywhere have stamped Champion as America's Favorite!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Listen to the CHAMPION ROLL CALL

CAMERAS—BOX, FLASH AND FOLDING

BECKEN

SPARTUS FOLDING CAMERA

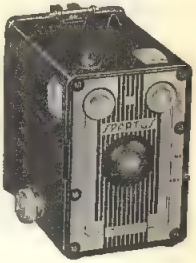
Takes 8, 2¼x3¼ pictures using No. 120 film—3 apertures f11, f16, f22. Waist level view finder. Instand and time exposures. Retail $14.95

335P1. List, Each **$19 94**

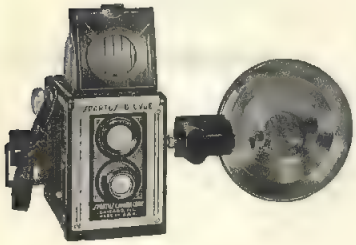
SPARTUS BOX CAMERAS

So simple to use, even a child can operate it. Takes 8, full size 2¼x3¼ pictures on No. 120 film, or 8, 2¼x4¼ pictures on No. 116 film. 2 large brilliant type 'built's eye' view finders for horizontal or vertical shooting. Optically ground and polished taking lens. Time and instant exposure—single action shutter. Precision built, streamlined modern design. Retail $4.95 and $6.95

335P2. 120 Size, List, Ea. . **$6.60**
335P3. 116 Size, List, Ea. . **9.26**



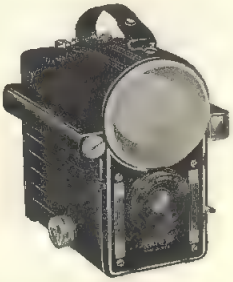
CAMERAS NOT SENT ON APPROVAL



SPARTUS FULL-VUE CAMERA

Spartus Full-Vue twin lens reflex camera has been given the same features as the most versatile models available. Synchronized for flash, the Spartus Full-Vue now becomes a complete "round-the-clock" camera. Get brilliant, sparkling pictures under any light conditions—day or night, indoors or out. 12 full size 2¼x2¼ contact prints from each roll of 120 film. Complete with shoulder strap. Retail $9.98 and $3.50.

335P4. Camera. List, Each **$13.30**
335P5. Flash Unit. List, Each **4.20**



SPARTUS PRESS FLASH

Features: The Only Camera with Built-in Flash Reflector. For daylight or indoor shots. Built-in flash reflector electrically operated from flash light batteries. Fixed focus. 8 large 2¼x3¼ contact prints from each roll of No. 120 film.

Complete with 4 Sylvania Bulbs

335P6. List, Each **$19.94**

THE BEACON II

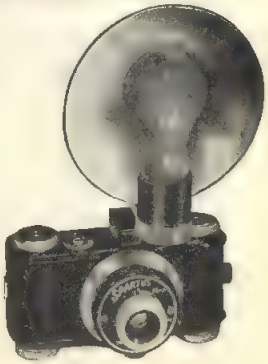
Synchronized for Flash Photography

- OPTICALLY GROUND AND POLISHED LENSES
- BRILLIANT AND DETAILED ENLARGEMENTS TO 8x10
- DOUBLET LENS
- COATED ON FOUR SURFACES
- TAKES COLOR AND BLACK AND WHITE
- FLASH UNIT TAKES ALL SIZE BULBS
- BUILT IN "HOT BULB" EJECTOR

335P7. List, Each **$13.30**
Retail, $9.95

335P8. Flash Unit. List, Each. **6.60**
Retail, $4.95

335P9. Carrying Case. List, Each . **3.34**
Retail, $2.50



THE SPARTUS "35 F"

Synchronized for Flash, Built-in Filter

f7.7 achromat lens. Focusing mount. 3 lens openings: f16, f11, f77. Daylight loading 35 mm. cartridges. Built-in tripod socket. Automatic exposure counter. For color or black-and-white.

335P10. List, Each **$19.94**
Retail, $14.95

335P11. Flash Unit. List, Each. **6.00**
Retail, $4.50

Ansco CAMERAS

Nationally Advertised

ANSCO PANDA CAMERA

This profit building camera takes 12 2¼ x 2¼ pictures on 1 roll 620 film. The large reflecting type, brilliant viewfinder shows clear view of the subject. Factory-focused [illegible] for clear sharp pictures at 6 feet and farther. Automatic smooth working shutter. Cover [illegible] of black resistant ribbed black polystyrene. Neck cord. Retail 4.95 tax inc

No. 99J817. Each **3.18**

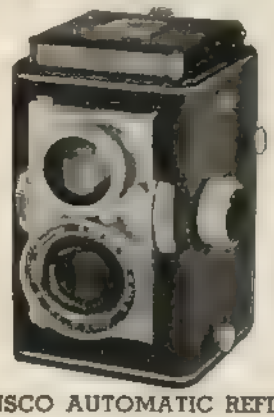
ANSCO PIONEER 20 and 16 CAMERAS

For snap-shots 'round the clock. Both Pioneers are equipped with built-in [illegible] for indoor or outdoor pictures at night. Sharp lens pre-set at factory for clear pictures at fast [illegible] and farther. Automatic-smooth working shutter. Pioneer 20 takes 8 - 2¼ x 3¼ pictures on 1 roll 620 film. Pioneer 16 takes 8 - 2¼ x 2¼ pictures on 1 roll 616 film. Flash Unit (No. 99J732) Pioneer 20. Retail 7.95 tax incl

No. 99J728. Each **5.81**

Pioneer 16. Retail 8.95 tax incl

No. 99J729 Each **6.55**



ANSCO AUTOMATIC REFLEX 3.5 CAMERA

America's finest twin lens reflex camera. Its appearance, construction and performance appeal to discriminating photographers who take pride in owning and using nothing less than the finest. The camera body is of durable steel [illegible] cast aluminum, covered in rich black [illegible] camera grained leather. Glowing [illegible] work. Precision engineered features include: automatic film transport, automatic locking device to prevent double exposures, [illegible] to permit [illegible] on any [illegible] desired, [illegible] frame counter [illegible] both [illegible]. The [illegible] focusing screen is [illegible] has [illegible] for extra [illegible] The [illegible] is a fully corrected Ansco Anastigmat Speedex [illegible] lens is also [illegible] for [illegible] focusing even under unfavorable lighting conditions. Focusing range is from 3 ft. 6 in to infinity. The [illegible] precision set-and-release type shutter provides accurate speeds of 1/400, 1/200, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2 and 1 second, plus "time" and "bulb" adjustment. Takes 12 - 2¼ x 2¼ pictures on 1 roll of black and white 120 film or 9 - 1¼ x 1¾ transparencies on a roll of 120 Ansco Color film. Retail 34.50 tax incl

No. 99J1. Each **114.19**

Eveready Carrying Case. Retail 12.50

No. 99J2. Each **9.37**

ANSCO SHUR SHOT 20

This conventional box is the ever popular sales building camera. Practically a fool-proof camera, takes 8-2¼ x 2¼ pictures on 1 roll 120 film. 2 large brilliant reflecting-type viewfinders. Factory focused lens makes sharp pictures at 6 feet and farther. Hinged back, easy to load, simplest of all cameras to operate. Retail 3.95 tax incl

No. 99J841 Each **2.78**

Anscoflash Attachment for Pioneer, Rediflex and Flash Clipper Cameras

Anscoflash Type I unit fits Ansco Rediflex, Pioneer 20 and Pioneer 16 Cameras. Retail 3.21 tax incl

No 99J933 Each **2.47**

Anscoflash Type II unit fits Ansco Flash Clipper cameras. Retail 4.02, tax incl

No 99J938 Each **3.11**

Ansco No. 510 Flash Unit fits Ansco Pioneer 20 and Pioneer 16 Cameras. Retail 2.28, tax incl

No. 99J732. Each **1.66**

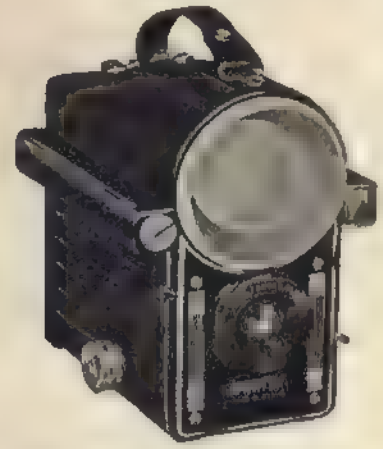
THE TITAN F4.5

A precision folding camera with advance features which offer [illegible] quality shutter work [illegible] Titan offers [illegible] dependable performance to the [illegible] Ready [illegible] [illegible] All [illegible] [illegible] [illegible] [illegible] from [illegible] [illegible] [illegible] [illegible]

SPARTUS CAMERAS

- **Nationally Famous**
- **Nationally Accepted**
- **Nationally Advertised**

UNCONDITIONALLY GUARANTEED



SPARTUS PRESS FLASH

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For Daylight or Indoor Shots. Has built-in flash reflector electrically operated from flash light batteries. Perfect pictures assured under any lighting conditions. Fixed focus. 8 large 2¼ x 2¼ contact prints from each roll of No. 120 film.

Complete with 4 SYLVANIA FLASH BULBS

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No. 99J893 Each	9.77
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Fine quality, reinforced on all sides. Attractively rugged built. Retail 4.00

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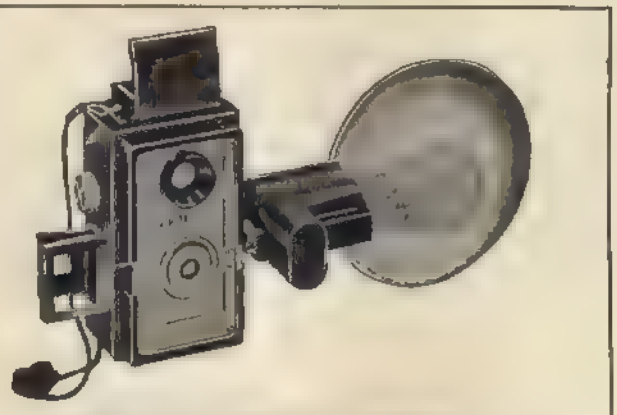
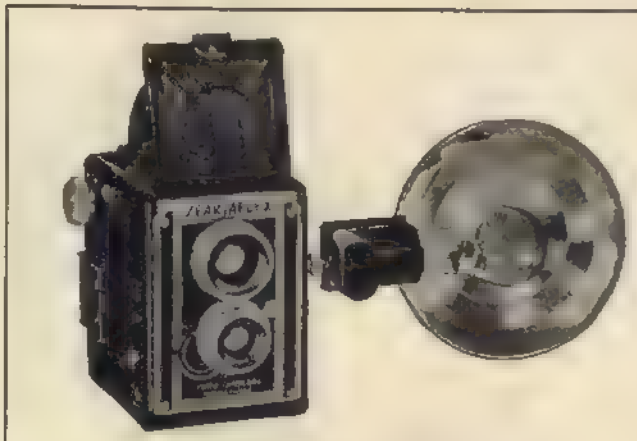


SPARTUS REFLEX CAMERA

Designed for clearer, finer, sharper pictures. Amazing simplicity of operation — no adjustment or focusing. Reflex view finder shows range of subject. Brilliant clarity eye-level sports-type view finder for flash and regular shooting. Exposure guard prevents double exposures. Built-in detachable synchronized photoflash unit for outdoor and indoor shooting. Accelerated shutter action — snapshot or time exposure. Takes 16 pictures 2¼ x 2¼ on No. 12 or A-12 film. Attractive black plastic case — smart metal front plate. Complete with neck cord. Retail $7.50 tax included.

COMPLETE WITH FLASH ATTACHMENT

No. 99J967. Each	5.19
12 or more Each	4.67



SPARTAFLEX

Automatic Dual Focusing Twin Lens Reflex

• SYNCHRONIZED FOR FLASH

Lenses coupled by precision milled focusing rings. 4 lens openings — f7.7, f11, f16, f22. Sportsmat view finder for eye-level shooting. Picture taking and viewing lenses both f7.7 achromat. Focusing range 5 ft. to infinity. Retail 27.50 tax incl.

COMPLETE WITH FLASH ATTACHMENT

No. 99J941. Each	17.96
6 or more Each	16.17

GENUINE LEATHER CARRYING CASE

Retail 5.00

No. 99J942. Each	3.27
6 or more. Each	2.94

SPARTUS 35mm CAMERA

f/3.5 Coated Anastigmat Lens

MICROMETER FOCUSING MOUNT

Focuses from 4 ft. to infinity. Shutter has 4 speeds: 1/25, 1/50, 1/100, 1/150 second, time and bulb. Socket for cable release. Diaphragm has 8 apertures from f3.5 to f22. Enclosed optical type view-finder. Retail 24.50, tax incl.

No. 99J943. Each	19.28
6 or more Each	17.35

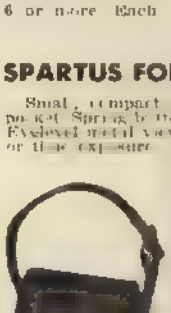
GENUINE LEATHER CARRYING CASE

Retail 5.00

No. 99J944. Each	3.27
6 or more. Each	2.94

SPARTUS FOLDING CAMERA

Small, compact, fits into purse or pocket. Sprocket wheel located at front. Exposure meter view finder. Snapshot or time exposure. 2 lens openings — f11 and f22. Fixed focus. Takes 8 pictures (2½ x 2½) on standard No. 120 film. Attractive bakelite case. Retail 8.95, tax incl.

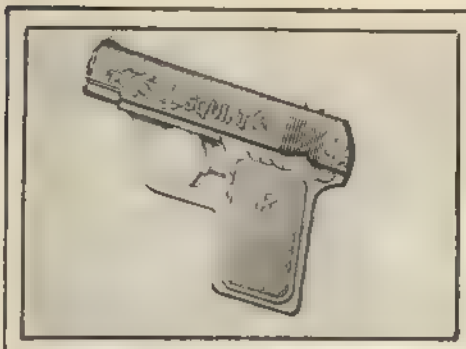


No. 99J898. Each	5.85
12 or more Each	5.26

CUSTOM BUILT CARRYING CASE

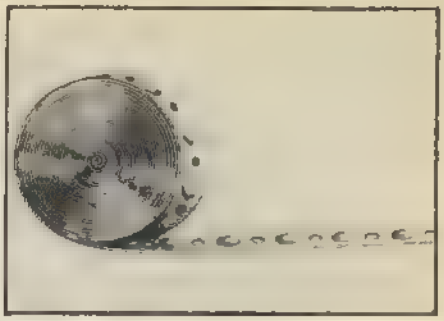
Retail 2.00.

No. 99J898½. Each	1.30
12 or more Each	1.18

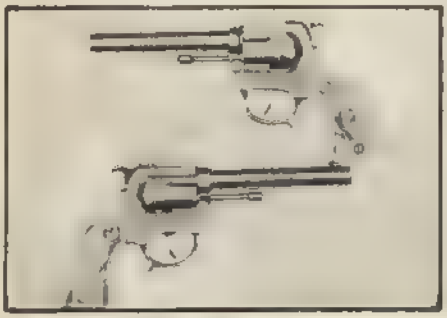


TL390 - SQUIRT GUN
#200. Shoots fine stream. 150 shots. Molded of colorful plastic. No rubber to deteriorate; no parts to rust.
TO RETAIL AT 59¢

TL395 - AUTOMATIC WATER PISTOL
#M84. A thousand shot water pellet. Not a stream. Has rapid machine gun action with clicker sound. Made with comfortable plastic gun grip and aluminum gun barrel. Completely safe. 10 inches long.
TO RETAIL AT 98¢



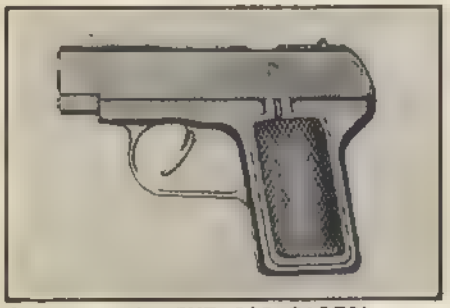
TL398 - ROLL CAPS
#150. Caps contain lubricant to make pistol work easier. Can be used in all cap guns. 50 loud reports per roll; 5 rolls per box; 60 boxes to a carton.
TO RETAIL AT 5¢ BOX



TL401 - AUTOMATIC CAP PISTOL
#70. Western type repeating pistol. Bright plated finish with ivory plastic grips. Body and barrel are engraved. Has cap chamber enclosed and automatic opening device for easy loading. Individually boxed.
TO RETAIL AT 59¢

TL403-RANGER REPEATING CAP GUN
#308. Six shooter type. Shoots roll caps. 50 shot. Breaks open to load. Made of cast iron with heavy engraving. 9 inches overall.
TO RETAIL AT 95¢

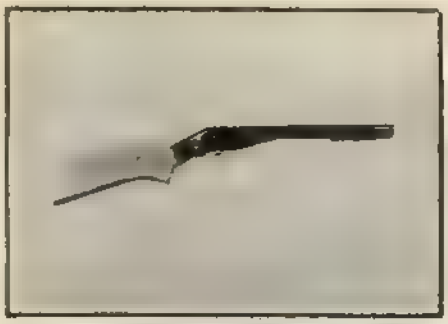
TL406 - MOUNTIE CAP PISTOL
#6. Designed like automatic. 50 shot, repeating model. With safety button.
TO RETAIL AT 95¢



TL408 - HAWKEYE CAP PISTOL
#4. Pocket size automatic type with easy trigger pull. Blue white chromate finish. 50 shot 4-3/4 inches long.
TO RETAIL AT 49¢

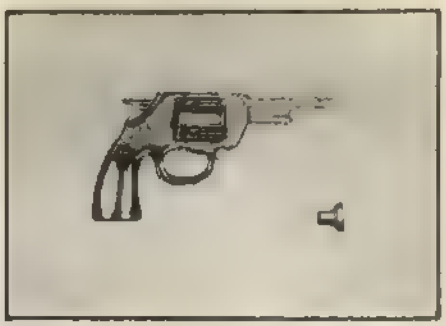
TL432-CLICKER AUTOMATIC PISTOL
#33. Loud click is produced when trigger is pulled. Made of steel, finished in black enamel. 7¼ inches long, 4½ inches high.
TO RETAIL AT 23¢ EACH

TL439-ME AND MY BUDDY CLICKER
#3. Colorful lithographed metal figure of cowboy mounted on gun. When trigger is pulled, the arm of the cowboy moves back and forth. 7-3/4 inches long.
TO RETAIL AT 35¢ EACH



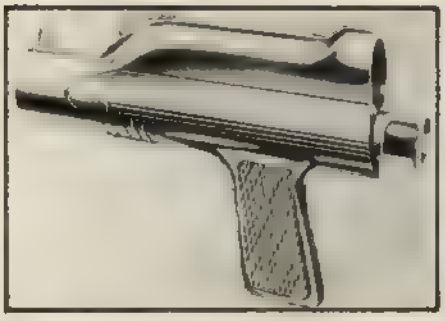
TL460 - DOUBLE BARREL POP GUN
#34. Made of heavy gauge steel with baked enamel finish and realistic walnut stock. Has 2 triggers, safety cork retaining device, and self loading break action. Absolutely safe. Individually boxed. 23" long.
TO RETAIL AT 98¢

TL464 - DOUBLE BARREL POP GUN
#23. Made of heavy gauge steel with baked enamel finish and realistic walnut stock. Has 2 triggers, safety cork retaining device, and self loading break action. Absolutely safe 28 inches long.
TO RETAIL AT $1.49



TL472 - DART PISTOL
#25. Special patented feature prevents darts from falling out. Has 1 rubber dart. Colorfully lithographed. Individually boxed.
TO RETAIL AT 29¢ EACH

TL474 - DART SHOOTING RIFLE
#39. Gun is made of steel with walnut stock. 21 inches overall. 4 plastic darts are rubber tipped. Mounted on display card.
TO RETAIL AT $1.19



TL491 - ATOMIC "5" PISTOL
#149. Handles 5 table tennis balls with one loading. Light weight. Beautifully finished in red plastic. Complete with 3 table tennis balls.
TO RETAIL AT $1.49 M

TL493 - AIRFIRE SUBMACHINE GUN
#1008. Gun is harmless because it uses only table tennis balls as ammunition. Will not break windows or mirrors. Barrel and ammunition chamber are made of heavy aluminum. Other parts are tenite plastic. Light walnut finish.
TO RETAIL AT $2.98 M

TL495 - AIRFIRE REPEATER GUN
#595. Automatic airfire gun fires 6 table tennis balls with one loading. Stock and firing grip are made of tenite plastic with light walnut finish. Barrel and air pump are heavy aluminum. Complete with 7 balls.
TO RETAIL AT $4.95M

TL497 - PAPER BUSTER RIFLE
#M22. Looks and sound like a real rifle, but absolutely harmless. Shoots ordinary paper with loud report. Semi-automatic. Has picture of Hop-A-Long Cassidy on rifle butt. Made of steel and aluminum.
TO RETAIL AT $2.98

TL501 - REPEAT-O-PLANE
#5. 9½ inch aluminum gun holds 5 planes and feeds automatically. Planes are aluminum with rubber tips.
TO RETAIL AT $1.98

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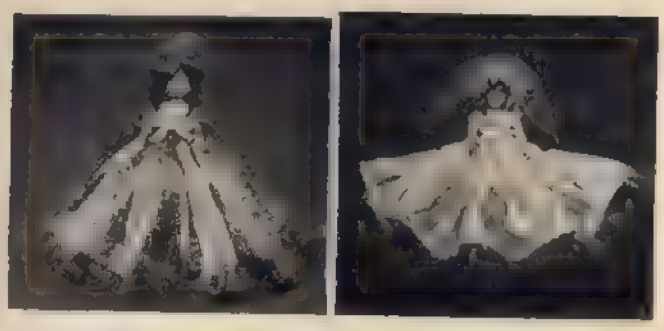

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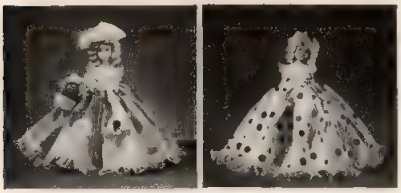

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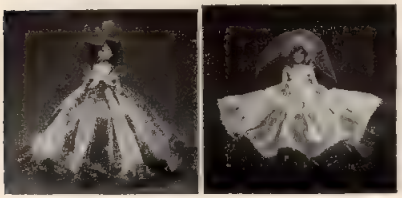
• Famous characters of fact and fiction



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"Welsh Easy Folds"

DOLL MOTHER'S DELIGHT!

"FOOT BRAKE FLOATING" DUCHESS GEAR 9.98

1 Shown on opposite page. Rear in every way for "baby's" comfort. It's wonderful! Welsh Doll carriage in Blue washable simulated leather. Famous floating Duchess gear for bumpless riding, safe spring action foot brake. Easy fold collapsible painted aluminum chassis 24½ in. x13¾ in. x10½ in. Polished chrome pusher 28 in. high. Reading, piped 5 bow hood raises or lowers, sun visor. 8-in. wire wheels, 1 in. rubber tires. Chrome hub caps. Shield for doll's feet. Gray half drop roll. Boat base for level, smooth bottom.
35 Y 5462E. Shipping weight 25 lb. Mailable. 9.98

FAMOUS WELSH 2-IN-1 BOODLE BUGGY! 7.98

3 Shown on opposite page. What won't they think of next! Here's a double portion of fun for your little girl! It's a doll buggy. It's a bassinet! Blue simulated washable leather body lifts out. 4-bow canopy adjusts! Sun visor. The easy fold, collapsible painted aluminum frame locks. Conventional gear, foot brake, aluminum pusher is 29½ in. from floor. Easy rolling 7-in. wire wheels, ½ in. balloon rubber tires, shining chrome hub caps. 23¾ in. long x 11¼ in. wide x 6½ in. deep. Satisfaction guaranteed by Aldens.
35 Y 5461E. Shipping weight 17 lb. Mailable. 7.98

THRIFT-SPECIAL WELSH "EASY FOLD" 3.98

2 Shown on opposite page. An amazing low price—a wealth of fun with those plus features that will make her an extra proud doll mother. Features that you would expect to find only on higher priced models! Gray with White washable simulated leather body on Gray all metal baked enamel frame. Steel undergear. Folds for easy storing. Hood lowers, raises to shade doll. 6-in. wire wheels, ½ in. rubber tires. Flat steel handle 25⅜ in. high. 18½x14 ⅜x9¾ in. body. An Aldens doll carriage value for a joyous Christmas. years to come!
35 Y 5460E—Shipping weight 9 lb. Mailable. 3.98

WELSH "EASY FOLD" IN TURQUOISE 5.98

4. Shown on opposite page. Your little girl will love airing dolly in this lifelike replica of a real baby carriage. And this famous Welsh buggy is priced for extra thrift too! Beautiful Turquoise washable simulated leather body is boxed and trimmed. Boat base. Easy fold, collapsible aluminum painted chassis with conventional gear, all steel pusher 24½ in. from floor. Brake. 3-bow folding hood with sun visor. 6-in. 8-spoke wheels with ⅜-in. rubber tires, chrome hub caps. 20½ in. long x 9-in. wide x 5-in. deep. Best savings at Aldens!
35 Y 5460E—Shipping weight 10 lb. Mailable. . . 5.98

Steel frame walkers, strollers, sulkies 1.98 up

5 DOLL WALKER. For walks with "doll baby." Luscious Blue and Ivory baked-on enamel all-steel walker. Equipped with tray and colored beads. 13x8x4-in. Height of handle 24-in. 4-in. wheels with ½-in. rubber tires.
35Y5419E. Mail 1.98
Shipping weight 5 lb.

6 FOLDING STROLLER with strong riveted joints in ½-in. flat bar steel frame. Shaped White seat, hinged footrest, plastic safety strap. 4½-in. wheels, ½-in. rubber tires. Red enameled finish. 25-in. handle. Mailable.
35 Y 5446E. 2.98
Shipping weight 7 lb.

7. METAL DOLL SULKY! Red enameled steel. Eggshell trim. Design on back. Heavy gauge shaped seat, 9 ¼x6½ in., rolled top edge. Safety wire holds doll in. 3-in. double disc wheels, ½ rubber tires, full width axle. 20-in. handle.
35Y5445E. Ma. 1.98
Shipping weight 5 lb.

FIBRE DOLL BUGGY—ALL STEEL CONSTRUCTION! 4.98

8 Pretty, dainty doll buggy. Durable fibre sides are woven over all-steel frame. Movable hood. Fibre body and hood in shining Turquoise baked-on enamel with Cream decoration. Silvery aluminum undergear and wheels. 6-in. stamped artillery-type wheels, ⅜-in. rubber tires. Plated hub caps. Handle 22¾-in. high.
35 Y 5418E—18x8x24 in. overall, 7-in. deep. Ship. wt. 9 lb. Mailable. . . 4.98

Build your order to 15.00 and order on credit. See page 115

9 2.75 up

8 8.95 up

7 4.45 up

For coasting thrills galore—Aldens lowest cost, safety-built, sturdy sleds!

ALDENS "BRAVE" SLEDS 4.45 up

- Moisture-resistant hardwood deck
- Easy-to-control patented steering
- Curved high-carbon steel runners

7 Aldens Brave the speediest best designed sled for the money! Wide steering bar set well back for leverage. Curved steel runners meet deck at back. Strut reinforced hardwood deck, water resistant varnish finish. 4 steel knees to protect sled. Metal parts aluminum finished. Red base. Silver color fast enameled. Mail
35Y5423E 40-in. long Wt 9 lb 4 45
35Y5424E 45-in. long Wt 11 lb 5 45
35Y5425E 52-in. long Wt 13 lb 6 45

ALDENS "CHIEFTAIN" 8.95 up

- Faster—speedboat lines, high-built front, concave runners for speed
- Easier to turn—new pointed steering gear with protective steel plate
- Easy-grasp angle-set rubber grips

8 Aldens streamlined Chieftain sled for speed, flexibility! Extra safe, swift coasting. Same construction as "Brave" sled but with famous Chieftain plus-features above built in. 1-pc. all-metal front, pointed steering gear. Red and Yellow enameled. Malleable
35Y5426E—48-in. long Wt 13 lb 8 95
35Y5427E—54-in. long Wt 15 lb 9 95

THRIFTY "HUNTER" SLEDS 2.75 up

- Double-varnished hardwood deck
- Shaped-to-fit sanded steering bar
- Rolled safety edge steel runners

9 Constructed for fast coasting. Tough, smooth sanded strut reinforced hard wood deck. Steering bar with behind bumper to protect hands. Steel runners braced with 4 steel knees. 6 on largest size) rolled safety edge. Water-resistant varnished Red Black baked enamel finish. Mail
35Y5420E—36-in. long Wt 8 lb 2 75
35Y5421E—40-in. long Wt 9 lb 3 49
35Y5422E—46-in. long Wt 10 lb 3 89
35Y5423E 54-in. long Wt 12 lb 4 89

10 4.89

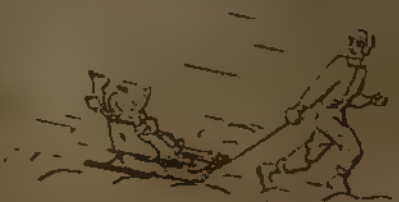
11 2.15

HIGH-SIDE BABY SLED TO PUSH OR PULL 4.89

10 Strong, smoothly varnished hardwood push or pull sled keeps baby safe in comfy. Built-up sides, arm rests give baby firm, gentle support. Balances sled, makes it hard to tip. Slick steel runners for no-bump ride. Center-attached steel handle, sturdy safety strap are removable. Red Blue painted 19x10 ½x10¾ in. 35½-in. high. Mail
35Y5429E—Shipping weight 13 pounds 4 89

LITTLE TOTS' SAFETY RIDE SLED GUARD 2.15

11 Built up sled guard clamps to top of any standard sled. Use it to take baby on shopping trips, to carry small bundles. Has sturdy safety sled to fasten baby in—removable when carrying bundles. Four strong springs fasten guard securely to sled. Weather resistant natural hardwood, colored penguin pictures 16x12 ½x9 ⅜-in. high
35Y5428E—Shipping weight 4 pounds. Malleable. 2 15



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½" tires

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30 inches
1½" semi-pneumatic
non-roll off tires

No. 40AX
36 inches
1¾" semi-pneumatic
non-roll-off tires

No. 40SW
Utility Wagon
Removable wood stakes
36 inches
1¾" semi-pneumatic
non-roll-off tires

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Girls Love These "*Little Lady*"

Toy Ranges, Flat Irons, Ironing Boards that Really Work...Just Like Mother's

Irresistible to girls, mothers and others is the Little Lady line of unbelievably realistic toy Electric Ranges. Little housekeepers can actually cook and bake with them. Sparkling enamel finish over durable steel construction, electrically welded. Available in a complete range of sizes 2 burner and 4 burner. Complete with utensils and 12 page cook book. Suggested retail from $2.95 to $9.95.

Also Play Stoves for tiny tots, suggested retail: $1.50 to $2.95.

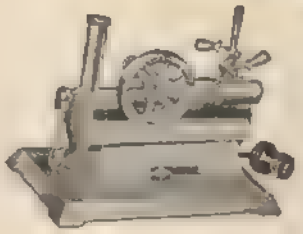
IRONING BOARD

28" x 8", stands 22" high, reinforced steel construction, ventilated like most modern Ironing Boards. Attractive white enamel finish with red enamel edges and legs. Folds flat. Double rock braces for rigidity. A real quality board—a honey for any money. Suggested retail, $2.65.

FLAT IRONS

Toy Play Iron for tiny tots and real Electric Irons that really steam! Streamlined lustrous chromium finish, heavy cast aluminum sole plate heating element, fully insulated. Perfect for ironing dolls clothes, handkerchiefs, etc. Five numbers. Suggested retail from 39¢ to $2.50.

Boys Go for EMPIRE Steam Engines



Yes sir—they have both SPEED and REAL POWER! Precision, educational actions that are just as realistic to the man's as they are to the kids! Actually generate and operate on steam. Complete with cut-off throttle, safety valve, water gauge, grooved pulley. Boiler, burner and fittings made of copper and brass, polished chromium finish. Complete with cord set. Three numbers suggested retail, $7.95 to $12.95.

WATER PUMP

Actually pumps water... continuously. An ideal accessory for steam engines and electric motors. Equipped with release and stop valves for continuous pumping. Water pumped from and returns to pan in base. Heavy cast balance wheel machined drive pulley. Accurately machined bronze pump with brass piston, base and pump enamel red fire engine red. All fittings expertly operated. Suggested retail $2.00.

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- PLAY-GYMS

SEE the complete *Stelber* line including the low, low price *Warrior TYROBIKES* at the *Toy Fair, Rooms 1190-1191, Hotel McAlpin, Room 209, 200 Fifth Avenue, New York City.*

Stelber CYCLE CORP.

324 GLENMORE AVENUE • BROOKLYN 7, N. Y.

From the Biggest Doll Milliner in the World
THE FASTEST SELLING
Doll Millinery Kits
DUAL PURPOSE KITS • • •
The Year-Round Answer to Gift Problems for 8-12 Year Olds
See Us AT THE TOY FAIR
ROOM 851 HOTEL NEW YORKER
131
132
130
156
182
Straw Hats! Felt Hats! All kits contain Hats, Ribbons, Feathers, Flowers, Needles, Thread. Some have Thimble and Scissors. All with carrying cord.
#131—New! Outstanding! 9" diameter. Doll's Head Cameo on cover Natural color fibre Contains 4 hats. Retails $2.00.
#132—9" diameter Natural or multicolor fibre Contains 5 hat, Retails $2.00.
#156—Similar to #132 but 7" diameter, with 3 hats. Retails $1.00.
#130—Similar to #132, but 5½" diameter, with 3 miniature felt hats. Retails 79¢.
#182—Doll's Lacy Trimmed Straw Hat with bag to match In cellophane window display box. Retails 59¢.
Dual Purpose! Containers ideal for handkerchiefs hosiery or sewing, toilet and manicuring materials
MANUFACTURED BY
CORONA HAT COMPANY
11-17 UNIVERSITY PLACE NEW YORK 3, N. Y.
SALES REPRESENTATIVES:
EAST—GEORGE FRANK 175 FIFTH AVENUE NEW YORK 10, N. Y.
NEW ENGLAND—RINFRET-TAYLOR CO. 128 BOYLSTON STREET BOSTON
WEST—MORRY CAPPELL 7211-15 OHIO AVENUE

STEWART-WARNER

21" Table Model 21T-9300 B
(Standard Tuner)
Compact, well-proportioned cabinet finished in natural Blonde Oak. Also in lovely Mahogany. Model 21T-9300 D (All-Wave Tuner, Model Nos 21T-9340 B and 21T-9340 D.) Size 22⅛" high, 23" wide, 22⅝" deep.

21" Console Model 21C-9300 L
(Standard Tuner)
Smooth-flowing lines . . . a dramatic curved front . . . finished in lovely Mahogany. Also in Blonde Oak, Model 21C-9300 LB (All-Wave Tuner, Model Nos.. 21C-9340 L and 21C-9340 LB.) Size 37½" high, 23⅛" wide, 22⅛" deep

21" Console Model 21C-9300 E
(Standard Tuner)
Superbly crafted console finished in satin smooth Mahogany Also in Blonde Oak, Model 21C-9300 KB (All Wave Tuner Model Nos. 21C-9340 E and 21C-9340 KB.) Size: 37½" high, 23⅜" wide, 21⅝" deep.

21" Console Model 21C-9300 M
(Standard Tuner)
Richly grained door panels cover picture screen and controls. Luxurious Mahogany finish. Also in Blonde Oak. Model 21C-9300 MB. (All-Wave Tuner, Model Nos: 21C-9340 M and 21C-9340 MB.) Size: 39½" high, 24¾" wide, 23¼" deep.

27" Console Model 27C-9310 A
(Standard Tuner)
Giant 27" screen TV houses in an amazingly compact, superbly crafted console finished in rich Mahogany. Also Blonde Oak Model 21C-9310 AB. (All-Wave Tuner, Model Nos.: 27C-9350 A and 27C-9350 AB.) Size: 42⅜" high, 29¼" wide, 23¼" deep.

Westinghouse Automatic Washers and Dryers

All-Channel UHF Tuner That Will Work on 82 UHF Channels

Inquiries Will Receive Prompt Attention

No. F-833 Acid Foam Fire Extinguishers

Constructed of best cold rolled fire extinguisher copper, lacquered and polished to prevent tarnishing. Interior coated with corrosion-resistant alloy. Wheel cap constructed to withstand crushing test of 7000 pounds and a hydrostatic pressure well over 450 pounds per square inch for one minute. Seamed by Generals sure-sweat process, the overlapping edges of the shell are sweated together, in addition to being riveted. Underwriters Laboratories' inspected. Rating A-1, B-1. For wood, paper or textile fires and on flammable liquids. The 2½ gallon extinguisher expels 22 gallons of foam. Not for electrical fires.

Rated capacity 2½ gallons. Height, 24 in. Standard package, 1. Weight, filled 38 lbs. Freight allowed quantity, 6.

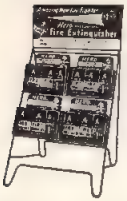
No. **F-833** General Fire Extinguishers ....Each **55.40**

Hero Fire Extinguishers

Hero contains 1 pound of fluid; 90% carbon tetrachloride and 10% other chemicals charged with CO_2 (carbon dioxide) gas. Can be used on any and all types of fires. Leak proof pressurized can; pull ring and it goes into action. Will shoot a stream in any direction, 12 to 18 feet. Free wall mounting bracket with each can.

Hero Fire Extinguishers .....per Doz. **20.12**

No. D-21 Hero Extinguisher Displays



Includes one dozen Hero Fire extinguishers and a metal weatherproof display stand worth five dollars. Three No. 20 Hero Fire Extinguishers free.

Stand occupies only two square feet of floor space. Overall size 32 inches high, 17 inches wide and 16½ inches deep.

No. **D-21** Hero Fire Extinguisher Displays .....Each **27.72**

Fyre-Freez Fire Extinguishers

Carbon Dioxide (CO_2)

Especially designed for the home. Furnished with an easily installed holder which can be fastened to a wall, door frame or window casement. When the discharge valve opens, the carbon dioxide comes out with a roar, forming a cloud of dry ice snow which dilutes the oxygen that makes the fire burn. It smothers the flame by choking off the air.

Will not deteriate or corrode. No annual recharging; servicing and recharging easily available.

Diameter, 2 inches; length, 30 inches. Packed four extinguishers to a carton, shipping weight, 20 lbs.

Fyre-Freez Extinguishers .....Each **11.94**

General Sno-Fog Fire Extinguishers

Cylinder constructed of best grade steel with brass fittings. Discharge horn of shock-resistant plastic. Range is 6 to 8 feet. Effective on oil, grease, gasoline, flammable liquid and electrical fires. The carbon dioxide is effective at 140 degrees above as well as 40 degrees below zero. Finger tip control.

Model	Type	Underwriters Classification	Size Lbs.	Hose	Each
2½ AKS	Lever Seat	B2, C2	2½	Swivel	**44.00**
5 AKS	Lever Seat	B2, C2	5	Swivel	**58.00**
10 AK	Lever Seat	B2, C1	10	3 Ft.	**96.00**
15 AK	Lever Seat	B1, C1	15	3 Ft.	**110.00**

Reeses Adjustable Stencil Letters and Figures

Can be joined together thereby enabling you to form any word, name or address.

Size Inches	Single Alphabet Set 27 Letters per Set	Single Figures Complete per Set	Extra Letters or Figures Each
½	**1.70**	**.70**	**.10**
¾	**1.80**	**.80**	**.10**
1	**2.10**	**.90**	**.12**
1¼	**2.30**	**1.00**	**.12**
1½	**2.60**	**1.20**	**.14**
1¾	**3.10**	**1.40**	**.18**
2	**3.60**	**1.70**	**.24**
2½	**5.20**	**2.50**	**.30**

Separate Piece Stencil Letters and Figures

Each character on a separate piece of brass.

Size Inches	Machine Cut Letters per Set	Machine Cut Figures per Set	Size Inches	Hand Cut Letters per Set	Hand Cut Figures per Set
½, ⅝	**1.80**	**.90**	3	**13.00**	**4.50**
½	**1.80**	**.90**	4	**16.00**	**6.00**
¾	**2.30**	**.90**	5	**19.50**	**6.50**
1	**2.70**	**1.20**	6	**24.00**	**9.00**
1¼	**3.20**	**1.40**	7	**29.00**	**10.00**
1½	**3.60**	**1.50**	8	**36.00**	**12.00**
1¾	**4.10**	**1.80**	9	**43.50**	**15.00**
2	**4.50**	**2.10**	10	**60.00**	**20.00**
2½	**7.20**	**3.00**	12	**72.00**	**24.00**

Pyrene Fire Extinguishers

For smothering all classes of fire in its incipient stage; fires in inflammable liquid or electrical equipment. Liquid does not deteriorate nor freeze at a temperature of 50° below zero and will not injure delicate fabrics nor woodwork. In polished brass finish. Inspected and labeled by Underwriters' Laboratories, Inc. and approved by Associated Factory Mutual, the U. S. Bureau of Navigation and Steamship Inspection and the Good Housekeeping Institute. Complete with bracket.

No.	C21	C-21T	C-31T
Cap. Quarts	1	1	1½
Size, Ins.	14x3	14x3	17½x3¼
Wt. Lbs., Filled	6	6	9
Each	21.60	22.80	26.40

Pyrene Liquid

For recharging extinguishers.

No.	CR-2	CR-4
Cap. Cans, Qts.	1	4
Wt. per can, Lbs.	3½	14
Per Can	2.10	7.50

Pyrene Soda-Acid Fire Extinguishers

2½ Gallon Capacity

For fires in ordinary combustible materials; wood, rubbish and textiles where cooling and quenching effect is important. Must not be exposed to freezing. It has a Four Star seamless drawn one-piece body with collar assembled to body without solder; no side seam; no rivets. Tested hydrostatically to 500 lbs. pressure. Interior coated with corrosion-resistant alloy. Height, 24 in.; diameter, 7½ in. Shipping weight with charge, safety bracket and screw, 19½ lbs. Weight, charged ready for use, 37½ lbs

No. **S13** Extinguishers ....Each **50.00**

No. **SXR1** Recharges .....Each **.96**

Pyrene Foam Fire Extinguishers

2½ Gallon Capacity

Approved for fires in ordinary combustibles and especially recommended for fires in oils, gasoline, grease, paint and flammable solvents. They discharge about 22 gallons of free-flowing foam that smothers fire with a flexible, fire-resistant blanket that floats on liquids, clings to solids and excludes air. Has polished copper seamless drawn one-piece shell and solderless collar assembly. Side seams and rivets are eliminated. Hydrostatically tested to 500 lbs. pressure. Interior completely coated with corrosion-resistant alloy. Height, 24 in.; diameter, 7¼ in. Shipping weight with charge, safety bracket and screws. 25 lbs. Weight, charged ready for use, 36¾ lbs.

No. **P13** Extinguishers .....Each **54.00**

No. **PXR1** Recharges .....Each **2.16**

No. 85-HD General Fire Guard Extinguishers

Made of seamless drawn fire extinguishers brass. Patented safety phlare design assures new pump action at all times. Extra strength plunger rod where handle is attached. Non-puncturing discharge seal. Leak-proof piston rod opening. Panic-proof safety lock easily releases with left or right turn. One piece cap design for added strength. Quick release, vibration-proof, baked enamel finish, bracket. Trouble free construction. Double action top and bottom pump bearing seals. Non-binding plunger rod packing box assembly. Life-time ball checks.

For use on oil, grease, gasoline, paint, electrical and similar fires. May also be used on small fire in wood, paper, etc.

Inspected and labeled by Underwriters' Laboratories, Inc., approved by Associated Factory Mutuals, complies with Federal Specifications and approved by Interstate Commerce Commission and the U.S. Coast Guard Marine Inspection. Underwriters' rating of B-2, C-2.

Rated capacity 1 quart. Weight filled, 6½ pounds. Height 13½ inches. Standard package 6. Freight allowed quantity, 12.

No. **85-HD** Fire Extinguishers .....Each **20.90**

Recharges

Quart size recharges for No. 85HD. Weight 6 lbs. Standard package 6, weight 29 pounds. Freight allowed quantity, 36.

No. **VL60** Recharges .....Each **2.10**

General Soda-Acid Fire Extinguishers

Made of cold rolled fire extinguisher copper, highly polished and lacquered to prevent tarnishing. Interior coated with corrosion-resistant alloy.

Equipped with heat-resisting Glass bake acid bottle, minimizing the common danger of breakage during discharge. Wheel cap constructed to withstand a crushing test of 7000 pounds. Hydrostatic pressure well over 450 pounds per square inch for one minute. Seamed by the sure-sweat process, the overlapping edges of shell are sweated together, in addition to being riveted. Underwriters Laboratories rating of A-1.

Soda-acid quickly extinguishes fires in wood paper, textiles and similar materials. Not for oil, grease, gasoline or electrical fires.

2½ gallon capacity. Height 24 inches. Weight, when filled, 38 lbs. Standard package, 1. Freight allowed quantity, 6.

No. **SA-303** General Soda-Acid Extinguishers .....Each **42.00**

Recharges

Soda-Acid refills for No. SA-303. Weight 2½ pounds. Standard package 12. Allowed freight quantity, 48.

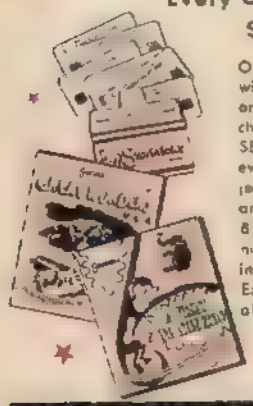
No. **SA-51** Recharges .....Each **1.10**

RETAIL PRICE
$1.50

Weighs only 4 ozs. Gleaming black plastic, uggedly reinforced. Lenses accurately ground of optical glass

Stori-Views
. . . hundreds of them!

Every One A Profitable Self-Seller



Only 3-dimensional slides with the story printed right on the frame! NOW the child can READ as well as SEE the story. Six slides to every Stori View Set. Subjects cover famous places and cities, animals, flowers, Bible stories, etc. Also furnished in Albums containing four Stori-View Sets. Extra Album Covers available as sales boosters.

Write For Complete List

Only precision-built 3-dimensional stereoscopic viewer available without levers, knobs, cogs, springs and other moving parts! *ANY* child can use it, no matter how young.

And *every* child, any age, boy or girl, as well as adults, will love it! Converts beautiful 3-dimensional full color Stori-Views into surprising realistic life-like scenes of startling depth.

Stori-Views are unsurpassed in technical excellence – assure a continuous repeat and profitable business – sell on sight either in sets or complete albums.

Complete merchandising plans, displays and wide assortment of advertising aids are available. Liberal margin, fast turnover, small investment and national advertising make the Stori-Viewer and Stori-Views a *sure* PROFIT-BUILDER FOR 1950!

Ask Today For Complete Dealer Brochure

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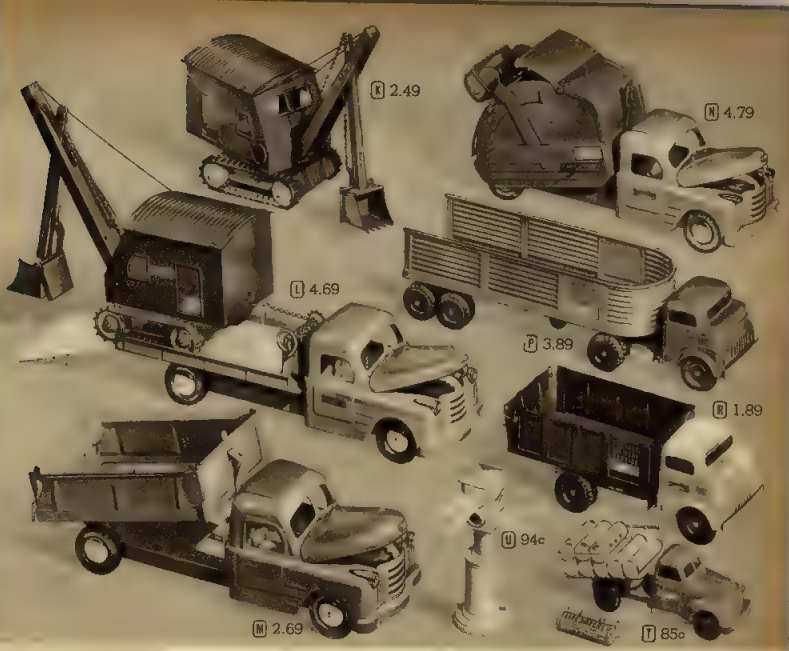

Moving Parts, Like Real Equipment

STRUCTO TOYS (K) to (R) are exceptionally well-built "live-action" toys. Hold child's interest longer than many other toys. Have no sharp edges to cut or scratch. Built for durability – will withstand hard rough play

(K) HEAVY-DUTY STEAM SHOVEL. For hours of fun dredging, digging, building. Housing revolves, scoop raises, lowers by means of hand crank to imitate operations; sound of real steam shovel. Scoop dumps automatically. Rolls on rubber treads. Heavy gauge steel, blue enamel finish
48 W 1373 M—15½ in. long, extends to 21½ in. Ship. wt. 8 lbs. 2 49

(L) MACHINERY TRUCK AND STEAM SHOVEL. Heavy steel with baked on enamel finish. Big 21½ in. orange colored truck has removable tail skid which lowers for loading steam shovel, steel chain mechanism operated by crank, rubber tires, metal wheels and hub caps. Plastic "motor" under hood. Blue steam shovel, 15½ in. long, with endless rubber treads, extends to 21½ in.
48 W 1361 M Shipping weight 6 lbs. 8 oz. *Mailable* 4.69

(M) DE LUXE DUMP TRUCK. Red enameled steel truck, big enough to carry a load of sand or toys. Body raises by pushing lever, tailgate opens automatically for unloading. Hood can be raised and lowered, enabling child to play with plastic "motor." Metal wheels, rubber tires, dummy headlights
48 T 1360 M 20 in. long, 6¼ in. high. Ship. wt. 4 lbs. 8 oz. 2.69

(N) UTILITY TRUCK – really loads and dumps. Sturdily made of steel, enameled finish – cab is red, body is blue. Moves smoothly on metal wheels with rubber tires. Hood raises and lowers – enables child to "fix" plastic "motor." Travel bucket is raised by means of turning crank . . . top opens automatically to allow bucket to dump load. Truck also dumps, catch release automatically dumps entire truck load
48 T 1388 M—21½ in. overall. 6½ in. wide. Ship. wt. 5 lbs. 12 oz. . . .4.79

(P) STEEL CARGO TRAILER. Sturdy die cast aluminum cab and chassis, heavy gauge steel body. Enamel finish blue cab, red trailer. Has retractable landing gear. 14 rubber tires. Floating tandem dual wheels.
48 T 1357 M 20¾ in. long, 5½ in. wide. Ship. wt. 5 lbs. 3 89

(R) PACKAGE DELIVERY TRUCK. Bright orange cab, green body. Die-cast aluminum cab and chassis. Steel body. Has 6 rubber wheels. Tailgate can be lowered. Built to withstand hard, rough play.
48 T 1358—13 in. long, 5¾ in. wide. Ship. wt. 2 lbs. 8 oz. 1.89

(T) CANDY TRUCK. Filled with ten packages of "Life Savers" candy in assorted flavors. 1950 Dump Truck is of sturdy plastic and has four rubber tires
48 T 1338 9 inches long, 3½ inches wide. Ship. wt. 1 lb. 4 oz. 85c

(U) PLASTIC TRAFFIC LITE. Switch controls bulbs operating lenses showing red or green lights in four directions. Helps child to understand and obey traffic signals through play. Powered by standard flashlight battery
48 W 1295—(Battery not included. See opposite page. Ship. wt. 1 lb. 94c

(V) RIDE 'EM FIRE TRUCK WITH SIREN AND BELL. Massive heavy gauge steel Fire Truck, bright red baked-on enamel finish, with full equipment. Has seat on the body of truck so child can sit on it and scoot around to put out the fires. Equipped with two 19¾ inch interlocking ladders. Has a steering wheel, loud siren mounted on rear of cab and also a large ringing bell mounted on hood. Truck has rubber-tired metal wheels 21½ in. long, 7¼ in. wide
48 T 1326 M—Shipping weight 15 lbs. *Mailable* 5 89

STEEL LIFE-ACTION PULL TOYS
by STRUCTO
they're "CHILD-CONDITIONED"
WRITE FOR CATALOG
STRUCTO MFG. CO. FREEPORT ILLINOIS

Will not WARP, TEAR or SPLINTER
NATURAL SLATE BLACKBOARDS
YOU CAN SELL THEM WITH A LIFE-LONG GUARANTEE
NATIONAL SCHOOL SLATE COMPANY Office & Factory SLATINGTON, PA

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Pacific Coast Rep.: The Standard Toy Agencies, 718 Mission St., San Francisco, Cal.

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DOLL HOUSES
PULL TOYS
Greatest line of Doll Houses ever produced; New Model Pull Toys, Gym Sets and other quick selling numbers.
RICH INDUSTRIES
CLINTON • IOWA
NEW YORK SALESROOM: ROOM 452, FIFTH AVENUE BUILDING

FIVE SETS
TWO SIZES
STICK-ER
SAFE EDUCATIONAL
THE ATLANTIC PLASTICS CO., Cleveland 3, Ohio

KILGORE'S
GRIZZLY 6-SHOOTER
. . . A Big Value At $2.00
No. 205
GRIZZLY
With
"SWING-OUT"
Cylinder
Youngsters really go for this big (10½" long), beautiful Kilgore original, because it's absolute tops in playtime realism. Has realistic 6-shooter action using Kilgore's 6-shot Disc Caps. . . . cylinder "swings-out" to load like a real revolver. Western design, handsome "engraving," and deeply embossed black plastic grips are added features with strong appeal. Available in "Silver" or 24 Karat Gold plated finish. A big value that's easy on Dad's pocketbook at $2.00 retail for "Silver" finish
THE KILGORE MANUFACTURING COMPANY
WESTERVILLE, OHIO

One of America's Leading Toy Distributors
AY TOYS
When in New York, make AY-WON your first stop for
TOYS • GAMES • DOLLS • NOVELTIES
A' Experience + A' Service = Your Entire Satisfaction
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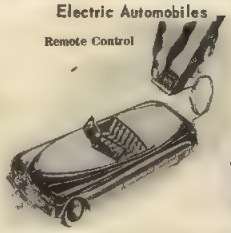
Electric Trains

21081495, Lionel .....Retail $19.95
336C1495, American Flyer .. Retail 19.95

Electric Automobiles

Remote Control



7008470 ..... Retail $7.00

Trains

5293S300, Friction ..... Retail $4.95

American Flyer Accessories

Talking Station

27681315 ..... Retail $19.75

Racers

5284S300, Friction ..... Retail $4.95

Boeing 4 Engine Planes

293S275 ..... Retail $3.95

STRUCTO

330S475, Scraper .....Retail $6.00

320S475, Bottom Dump ....Retail $6.00

644S230, Hi Lift Dump Truck..... .....Retail $3.75

5006400, Utility Truck ....Retail $5.95

NOW! TWO GREAT NEW AUTOMATIC FEATURES

BECKEN

Sunbeam MIXMASTER

AUTOMATIC, NEW JUICE EXTRACTOR—The ONLY Juice extractor that automatically oscillates the strainer and thus agitates the juice through the pulp all by itself Easy-to-use Easy-to clean

AUTOMATIC, NEW BOWL-SPEED CONTROL—A New Nylon Contro. Button Contacts inside bottom surface of bowl—keeps beater-speed and bowl-speed uniform at a' times. No need to turn the bowl by hand even when beating eggs—nor slow it down with heavy batters

ONLY MIXMASTER GIVES ALL THESE ADVANTAGES

• **MIX-FINDER DIAL**—Women have the perfect, scientifically correct mixing speeds at their fingertips—instantly. They are all plainly indicated on the convenient bakelite DIAL. Easy-to-see Easy-to-set.

• **AUTOMATIC BEATER-EJECTOR**—Tilt the handle—out drop Full mix beaters individually, for easy cleaning. No pulling. No messy fingers. Only Mixmaster has it. Another Sunbeam FIRST

• **EASY PORTABILITY**—Push trigger and lift off motor-and beaters for portable use Simple, easy, quick.

• **POWERFUL MOTOR**—Has the powerful, patented-governor controlled motor that delivers FULL POWER on ALL SPEEDS Beaters never vary their speed as batter thickens-up or thins-out, whether set slow or fast

Sunbeam Mixmaster, black and white finish, complete with Automatic Juice Extractor and 2 white bowls. Shipping weight, 24 lbs

26951. **1 to 2 Units.** Each..... **$53.95**
3 or more units. Each..... **50.45**

Suggested Retail $39 50

ATTACHMENTS FOR MIXMASTERS MEAN MORE SALES

MEAT GRINDER-FOOD CHOPPER

Double purpose Has knife for grinding raw meat and fine and coarse knifes for chopping vegetables and cooked meat Food Chopper and Power Unit attachment

26952.

	Each
1 to 2 Units	$17.08
3 or more Units	15.95

Suggested Retail $12.50

DRINK MIXER

Hi speed Gives complete, thorough blending completein large glass mixing vessel

Drink Mixer Attachment.

	Each
1 to 2 Units	$6.14
3 or more Units	5.75

Suggested Retail $4.50

BUTTER CHURN

Saves time in making butter Stainless steel, rustproof inside parts, wood paddles, 4-qt crystal glass churning jar Butter Churn Attachment

26954

	Each
1 to 2 Units	$9.50
3 or more Units	8.88

Suggested Retail $6.95

BECKEN

Sunbeam COFFEEMASTER

. . . . A perfect cup of coffee every time.

No watching! No Guesswork! Simple as A-B-C

A. All you do is put in the water and coffee

B. Set it! Forget it! It shuts off itself when coffee is done. Resets itself to keep coffee hot

C. Loveliest of servers for every occasion by simply removing the brew top.

The only truly automatic coffeemaker. No worry about bowl breakage either—it is all gem-like chrome-plate inside and out. Makes 4 or 8 cups. A.C. current only.

27051. 1 to 5 Units, Each **$44.40**
6 or more Units, Each **41.52**

Suggested Retail $32.50

SERVICE TRAY SET
FOR
SUNBEAM COFFEEMASTER

SERVICE TRAY SET

Stunning service set—Sunbeam Coffeemaster combined with the smoothly styled circular tray and trim sugar and creamer set, is a cherished gift any woman would adore. Each unit has a lovely matched design, finished in gem like chrome with graceful bakelite handles. Tray has a satin finish center that will not scratch or mar. Consists of tray, sugar and creamer.

27052. 1 to 5 Units, Each **$19.34**
6 or more Units, Each . **17.98**

Suggested Retail $14.50

MANNING BOWMAN

The famous Long Last Percolator, the percolator of a lifetime. Highly chrome finished with walnut handle. Makes 8 cups. A.C. or D.C. current. Height 9¾ inches.

27053. 1 to 5 Units, Each **$22.62**
6 or more Units, Each **21.64**

Suggested Retail $16.95

NEW CORY AUTOMATIC

Here it is—the mass selling Automatic brewer everyone wants and everyone can afford! Beautiful new satin-silver CORALUME finish—stain resistant and developed especially for coffee brewing. It's completely Automatic, too . . . Just measure in coffee and water, plug it in and Cory's taste-o-matic brewing control does the rest! Brews 2-8 cups and keeps coffee piping hot.

27054. 1 to 2 Units, Each **$27.94**
3 or more Units, Each **25.94**

Suggested Retail $20.95

WESTINGHOUSE AUTOMATIC

All metal, 8-cup capacity, vacuum type coffee maker that brews coffee automatically, and then keeps it at proper serving temperature automatically. Just fill with the desired amount of water and coffee, plug in the cord, and push the starter button. A.C. only.

27055 1 to 5 Units, Each **$39.92**
6 or more Units, Each **38.20**

Suggested Retail $29.95

UNIVERSAL

NEW UNIVERSAL COFFEEMATIC

Makes coffee exactly the way the user likes it STRONG—MEDIUM—MILD. Dial the strength you prefer and when coffee is done, percolation stops. Current is then automatically reduced to keep coffee at serving temperature and indicator light remains on until Coffeematic is disconnected. Capacity eight 5-oz. cups. Chromium plated. Mottled mahogany bakelite handle. Six-foot cord. Watts 400-75. Weight packed 4 lbs.

27056. 1 to 5 Units, Each **$33.30**
6 or more Units, Each **31.86**

Suggested Retail $24.95

UNIVERSAL PERCOLATOR

(Not Shown)

Same style as above, but non-automatic. Makes 7 cups.

27057. 1 to 5 Units, Each . **$22.62**
6 or more Units, Each **21.66**

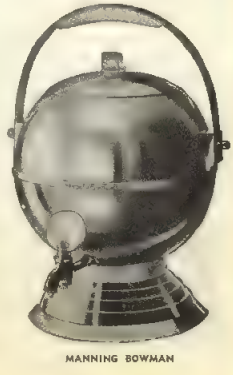
Suggested Retail $16.95

MANNING BOWMAN PARTY URN

It makes twenty-four cups of coffee or the inside parts may be removed and the urn used as a serving piece only, in which case it will accommodate 32 cups. The urn is 14 inches high chromium lining. For use on A.C. (alternating current) only.

27058. 1 to 5 Units, Each . **$49.36**
6 or more Units, Each. **47.24**

Suggested Retail $37.00



MANNING BOWMAN

The most asked-for toys in America!

HOLGATE TOYS

Train as well as entertain

This famous line of educational toys covers every age group from infancy through pre-school years. They're approved by pediatricians and educators.

Better stores everywhere know that Holgate means quality, value, customer satisfaction and profitable repeat business.

HOLGATE INFANT TOYS

A complete fast-selling line of toys scientifically designed to meet the play and developmental needs of infants.

holgate toys

HOLGATE BROTHERS CO., KANE, PA.

Offices and Showrooms in

NEW YORK 10 — 200 Fifth Avenue
CHICAGO 54 — 424 A Merchandise Mart
SAN FRANCISCO 3 (*Erlach, Lee Co.*) 1355 Market Street

"MAYFAIR"

NEW YORK'S MOST PROGRESSIVE

Wholesale Distributor of Nationally Advertised Toys

Offers For IMMEDIATE DELIVERY

FROM STOCK

DOLLS-TOYS-GAMES

Complete lines of seasonal and year 'round staple items together with a wide selection of fast selling special promotional numbers.

See MAYFAIR during the Toy Fair and throughout the year.

MAYFAIR MERCHANDISE CO.

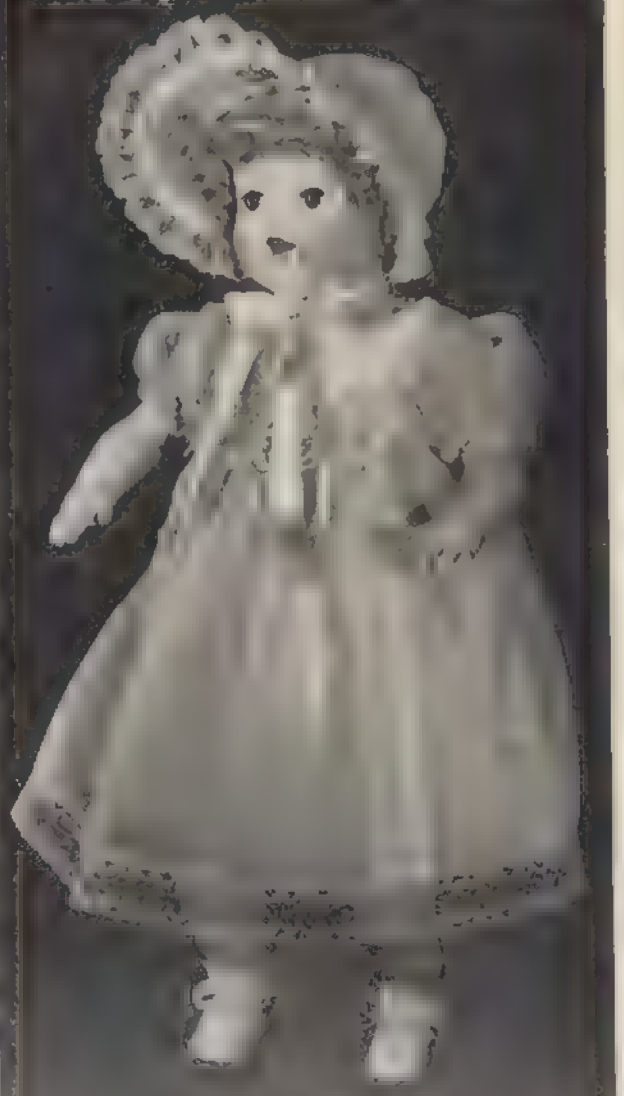
20 West 23rd Street — New York 10, N. Y.

Just across the street from the Fifth Ave. Building

For Fast Turnover and Top Profits!

FEATURE SUNLAND

Baby Skin Dolls



Visit Our Display Room at the TOY FAIR!

Room 1169 — Hotel New Yorker

JACK KATSH

IRVING CUTLER

SUNLAND DOLLS OF CALIFORNIA

923 S. Los Angeles St., Los Angeles 15, Calif.

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Just across the street from the Fifth Ave. Building

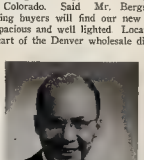
Whistle is 4" high x 4" long.

GAY NINETIES WHISTLE

The newest in whistles from Commonwealth Plastics Corp., Leominster, Mass., is the Gay Nineties Whistle which shows grandpa whirling away on a quaint two-wheeler. This whistle is a jumbo size 10-cent retailer measuring 4" high and 4" long. The whirling beads in the wheels give plenty of action to this authentic model of an old-fashioned high-wheel bike. Individually mounted on attractive picture-story card. In bright colored plastic. Colors are red, copen blue, light green and yellow! Assortment of three dozen comes 50% red and balance assorted colors to box

W. E. BERGSTROM SALES COMPANY MOVES TO NEW SHOWROOM

W. E. Bergstrom of W. E. Bergstrom Sales Company announces that they are now located in their new and spacious showroom and office on the 6th floor of the Exchange Building, 1030-15th St., Denver, Colorado. Said Mr. Bergstrom, "Visiting buyers will find our new quarters spacious and well lighted Located in the heart of the Denver wholesale district,



W. E. Bergstrom

our showroom is easily accessible and we feel will become more than ever a center of attraction to those buyers seeking the latest in toys. As the year ends, it is gratifying to say that sales for the various factories we represent in the Rocky Mountain States, including Montana, Idaho Wyoming, Utah, Colorado, Arizona, New Mexico as well as the city of El Paso, Texas, went ahead of all previous expectations."

NEW ADHESIVE MENDS TOYS, DOLLS, ETC.

An entirely new thermosetting resin compound, Armstrong's Adhesive A-1 is announced by its manufacturer, Armstrong Products Company, 397 North Broadway, Burket, Indiana. This new adhesive joins metals, glass, ceramics, plastics, wood and numerous other rigid materials to themselves and to each other. The makers state that strength value tests have often proven the adhesive to be stronger than the materials bonded. This should be interesting news to doll hospitals and stores maintaining repair departments, as well as to manufacturers.

Armstrong's Adhesive A-1, it is reported, is unique in that the resin mixture contains no volatile solvent and does not shrink or swell upon hardening The entire composition, it is stated, sets up to a rigid solid and becomes the adhesive bond between the materials to which it is applied.

The resin mixture in Armstrong's Adhesive A-1 contains no volatile solvent.

As reported, since this adhesive contains no volatile constituents it can be used as a gap-filling material, and also materials to be bonded together may be assembled immediately after application of the Adhesive A-1.

The Adhesive A-1 begins to cure, it is claimed, as soon as the activator is mixed with the resin composition. This is evident, it is stated, by the thickening first to a jell stage and then by gradual hardening. At room temperature the glue will develop about half its full adhesive strength overnight with Activator "A" and with Activator "B" in from 24 to 36 hours. It is reported that a temperature of 100° F, will cure the glue line twice as fast as room temperature of 70 to 75° F. For many applications rapid cures may be made in an hour or two at 200° F. After curing, the glue line is resistant to much higher temperatures.

No primer coating or open assembly drying is required, it is stated. The surfaces to bonded are coated with the material, Adhesive A-1, brought together and held with pressure sufficient to maintain uniform contact. The resulting bond is strong, moisture and weather resistant, and permanent, it is claimed.

Armstrong's Adhesive A-1 is available in pint, quart, gallon and five-gallon pails. A generous kit is made available at a charge of $1.00 to those who wish to make their own tests of this new product.

W-200 Trailer Van.

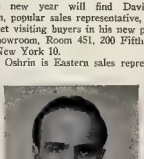
NEW WANNTATOY TRAILER VAN BY DILLON-BECK MANUFACTURING

Straight from the Dillon-Beck Manufacturing Company's assembly line comes the new Wannatoy W-200 Trailer Van. Made of highly colored plastic in a three-color combination, the Trailer Van features a 2-way action which enables the car to turn, pulling the van after it, or permits the Trailer Van to roll along as one unit. Complete with six wheels, the item may be made into two separate units by detaching the trailer from the car. The over all size is 5 inches in length, 1¾ inches wide and 1½ inches high. With immediate delivery promised, the Trailer Vans are packed 12 to a chipboard box; one gross to a shipping carton—weight, 10 lbs. Smith-Benny Sales Co., Inc., 11 West 42nd St., New York 18, national sales representatives for Dillon-Beck, state that they know of no other 10c item that compares with the Wannatoy W-200 Trailer Van for quality, color or action

OSHRIN MOVES TO FIFTH AVENUE BUILDING

The new year will find David K. Oshrin, popular sales representative, ready to greet visiting buyers in his new permanet showroom, Room 451, 200 Fifth Avenue, New York 10.

Mr. Oshrin is Eastern sales representative for Kingston Products Company, manufacturers of roller skates; G. Felsenthal Company, manufacturers of the Hershey Bar Bank and Carter-Craft, Ltd., makers of the Dizzy Doodler. He cordially invites his many friends to drop in at his new headquarters in the Toy Center and see these well known lines when they are in New York.



David K. Oshrin

Some of the Sun Rubber toys with their new, colorful window packages.

SUN RUBBER ANNOUNCES PRICE REDUCTIONS, NEW PACKAGES, FOR TOYS

The Sun Rubber Company is introducing attractive new window packages for thirteen items in its latex and inflated toys lines. Along with these bigger values in boxed items, substantial price reductions have been made on their popular latex toys, inflated rubber toys and rubber wheel toys. The colorful new boxes are designs of the same famous artists who created the original toy characters. Walt Disney Studios did the "Donald Duck," "Thumper" and "Pluto" latex toys packages. In the group of inflated character toys, Warner Brothers Cartoon Studios designed the "Porky Pig" designs, Walter Lantz Studios contributed a box for "Oswald the Rabbit," and "baby" artist Ruth Newton designed boxes for "Kitty-Be-Mew" and her other creations

T. W. Smith, Jr., Sun's General Manager, explained the drastic price reduction along with stepped up merchandising values by stating that he expected sufficient additional volume to offset the cuts through mass production efficiencies. Store executives are enthusiastic about the moves, anticipating that the new prices and colorful packages will accelerate turnover on retail counters, especially during the coming Easter Season.

EXHIBITION SPACE SALES FOR 1950 NATIONAL PLASTICS EXPOSITION EXCEEDS LAST YEAR'S TOTAL

Demonstrating their confidence in the 1950-51 market, plastics manufacturers have already purchased more exhibition space four months in advance of the 1950 National Plastics Exposition in Chicago March 28-31, than the total space taken at the last previous show in New York in 1948.

Exposition management officials revealed that firms have taken 35,073 square feet of space at Navy pier. Following the pattern of previous years, they believe that considerable more space will be sold in the four months remaining before the exposition. The present total exceeds by 1,000 square feet the total footage at the 1948 exposition, and is a 15 per cent increase for four-month advance sales compared to previous shows.

PLAYSKOOL AND LINCOLN LOGS OPEN NEW OFFICE IN CHICAGO MERCHANDISE MART

A modern display room complete in every detail, showing the full lines of Playskool and Lincoln Log toys was opened on January 3, 1950 in Room 1435 of the Chicago Merchandise Mart.

This step, as announced by R. J. Mythaler and M. J. Fink, officials of the Playskool Mfg. Company, is another part of the expansion program caused by the unprecedented increase in the sales and distribution of these two famous nationally advertised toy lines. For some years Playskool has maintained a comprehensive and attractive display room at the factory, 1750 N. Lawndale Ave., Chicago, in which the full up-to-the-minute line was continuously displayed. The interest in these toys has increased so rapidly, however, that it was found inconvenient and impractical to ask dealers to come out to the factory. The new display rooms at the Chicago Merchandise Mart will be of great convenience to the trade and at the same time permit the more effective functioning of the Playskool sales organization.

In addition, the Appleton Juvenile Furniture Company of Appleton, Wisconsin, will also maintain a complete display of the famous Appleton line of toys, tables, chairs and high chairs in the same space. This arrangement is extremely logical because officials of Playskool are financially interested in the Appleton company and it is planned to have one sales organization handle the sales of all of these closely related products.

It is intended that this arrangement will be a permanent one, with M. H. Macdonald, Helen Macdonald and Bill Heck handling the sales in the eastern territory. Jerry Shainman in the south, and Tom Grimes in the midwest

Miss Anne Parker of Playskool will make her permanent headquarters at the Chicago Merchandise Mart Office. Miss Parker, who has been Mr. Fink's secretary for the past eight years, is thoroughly familiar with the trade because of her past experience and will be in a position to render efficient helpful service to all who visit the new display space.

Tom Grimes, recently appointed advertising manager of the Playskool and Lincoln Log lines, will make his headquarters both at the Merchandise Mart office and at the Chicago plant. Herbert Kahn, General Sales Manager for the Appleton Juvenile Furniture Company, will be in attendance at the new office during all furniture and toy shows, as well as at other times during the year.

MINIATURE DOLLS WITH MOVING EYES

After much research, the Hollywood Doll Manufacturing Company has developed a sensational improvement in their line of miniature collection dolls. The miniature dolls now have movable eyes. The 1950 line, which is made of plastic with movable head, arms and legs, now has the added moving part in the eyes. Hollywood dolls are gorgeously costumed from the finest materials and workmanship Although these movable eye dolls were not available until January 1, 1950, advance orders were exceptional.

Portable, self powered set.

ELECTRONIC WALKIE TALKIES FOR PLAY AND HOME USE

Emulating one of the communication systems so effectively utilized by the U. S. Army and Navy during the war, Remco Industries are manufacturing a set of electronic Walkie Talkies for play or household use. The Remco Walkie Talkies require no batteries or external source of power for effective operation; they will operate indoors or outdoors in any location; and they have the power to transmit efficiently over one-half mile of simple two-conductor line. This clear transmission of conversation over long distances offers infinite possibilities for pleasure and convenience to both adults and children. The portable, self powered set comes complete with two Walkie Talkie units, 25 feet of double electrical magnetic wire and each set is packed in a large, colorful display box. In addition, the manufacturers are also offering an attractive counter display card with each order. The sets, which are unconditionally guaranteed, are packed 36 to a case; the shipping weight is 48 pounds. The suggested retail price of this complete two way communication system is $1.98. Information on the Walkie Talkies may be obtained by contacting The Jo-Mar Sales Company, 315 East 196th Street, New York 58.

FANS • CIRCULATORS • VENTILATORS

FASCO — 12" Standard, Oscillator, 1 Speed

Fills that large market for a good, inexpensive, 12" oscillating fan. Adaptable for desk or wall mounting. Ideal for homes or offices. Use for straight or oscillating blow. Finish—base and motor housing in Persian Gray, blade guard in bright Aluminol. 60 cycles AC—110-120 volts. Dimensions 17" x 13½". Weight 11 lbs.

No. 121—List $21.95. Each..... $15.06
6 or more..... **$14.42**

FASCO — 16" Pedestal, Oscillator, 3 Speeds

Ideal for large offices, waiting rooms of all types. Powerful 4 pole FASCO motor, deep pitched aluminum blades. Works as oscillator or straight blow fan. Height adjustable 4' to 7' — 3 speeds. Finish—top tube, chrome plated, blade guard in bright Aluminol. All other parts in beautiful Persian Gray. 110-120 volts—60 cycle, A.C. Dimensions 20½" x 17½" x 7". Wt. 50 lbs.

No. 165—16" Ped. Osc. — 3 Speeds List $54.95

Each $37.58
6 or more. **$36.11**

FASCO — 16" DeLuxe, Oscillator, 3 Speeds

Very similar to No. 165. Adaptable for desk or wall mounting. Suitable for oscillating or straight blow use. 110-120 volts, 60 cycles AC. Dimensions 20-½" x 17½" Weight 26 lbs.

No. 163—List $39.95 Each..... $27.39
6 or more. **$26.25**

FASCO — 12" DeLuxe, Oscillator, 3 Speeds

A DeLuxe heavy fan, aluminum blades, a powerful FASCO motor moves large air volume. Long heavy motor bearings with large oil reservoirs insure lifetime service. Adaptable for desk or wall mounting, 3 speeds high, low and medium. For oscillating or straight blow. Finish motor housing and base in Persian Gray, blade guard in bright Aluminol. 110-120 volts—60 cycles, A.C. Dimensions 17½" x 14". Weight 15 lbs.

No. 127—List $29.95. Each..... $20.53
6 or more..... **$19.68**

FASCO Kitchen Ventilator Floor Display

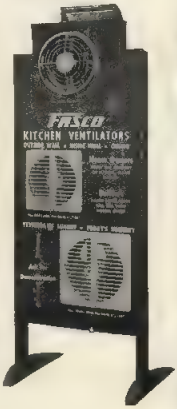
Permits quick, easy demonstration of all types—8" wall, 10" wall and 10" ceiling models.

Ruggedly built, takes up only 24" of floor space. Finely finished in 3 colors.

Units all attached — here's a silent Salesman ready to go to work on arrival.

Regular store traffic attracted instantly — moves shelf stock of FASCO ventilators rapidly. This beautiful display stand increases ventilator sales.

Price includes Models 844, 1044 and 1020 Ventilators and also Model 1024 Speed Controller.



No. 777—Kitchen Ventilator Display. List $101.80 Each..... **$78.90**

FASCO — 10" Standard, Oscillator, 1 Speed

Beautifully designed, streamlined fan, for the volume market. Airflo die cast base torpedo motor case, enclosed oscillating mechanism, lacquered 2 tone blade. Adaptable for oscillating or straight blow use, desk or wall mounting. Finish - base and motor housing in Persian Gray, blade guard in bright Aluminol. 110-120 volts 60 cycle. A.C. Dimensions 13 ¼" x 11" Weight 9 lbs

No. 103—List $12.95. Each. . **$8.88**
6 or more **$8.51**

FASCO — 10" DeLuxe, Oscillator, 1 Speed

Similar to No. 103. Larger model. 110-120 volts, 60 cycles, AC. Size, 14½" x 11½". Wt. 10 lbs.

No. 101—List $18.95. Each... . . **$13.00**
6 or more..... **$12.45**

GUARANTEE

FASCO products are guaranteed against defective material and workmanship. We will repair or replace without cost any defective merchandise provided it has been used on the correct current, properly lubricated, and not abused. Any fan claimed to be defective must be returned to factory or service station transportation charges prepaid We assume no responsibility for any attempted repairs by others.

FASCO Industries, Inc.

FASCO 12" Lo-Level Floor Fan

Sits on floor, draws in cool low-level air, circulating it to "living level" without drafts. Causes circulation of upper air developing re-circulation of entire room air Gives breeze without drafts. Ideal for homes or offices. Does not blow papers around. Sturdy steel construction Deep pitched 12" aluminum blade, 12 ft. cord and plug, 1/20 h.p. motor—3 speeds. Finish Duo-tone Persian Gray, chrome guard wire, satin finish diecast aluminum legs 110-120 volts, 60 cycles, A.C. Dimensions 18"x18". Weight 26 lbs.

No. 55—List $39.95. Each..... $27.39
6 or more **$26.25**

FASCO 10" Lo-Level Floor Fan

The junior companion model to the popular FASCO No 55 12" floor fan shown above This 10" model is the need for an inexpensive unit for small homes and offices. The solid steel base cone prevents dust from being drawn through the fan and re-circulated in the room Sturdy steel construction gives breeze without draft. 1/40 h.p. motor single speed. Finish—Duo-tone Persian Gray, chrome guard wire, satin finish diecast aluminum legs. 110-120 volts 60 cycle, A.C. Dimensions 13" x 14" Weight 15 lbs

No. 45—List $29.95. Each $20.53
6 or more . **$19.68**

Surf 10" Fan

Entire fan mechanism pivots smoothly in a full 360 degree arc without having to adjust any screws or clamps Moves 500 cu. ft. air per minute. Will not slip, creep, rock, or mar the finest surface No radio interference, 105-120 volts, 60 cycle, AC. 6 ft. rubber covered cord. Base fitted for wall mounting. Size, 12" x 8" x 12¾". Ship. wt. 6 lbs. 9 oz.

No. 540-2—List $9.95. Each..... **$6.67**

WESTINGHOUSE — FANS — COUNTRY AIRE

MOBILAIRE — THE DOUBLE DUTY WINDOW EXHAUST FAN

- Air delivery twice the capacity of the average 16" fan.
- Provides comfort cooling *day and night*. Can change the air in a 5 room apt. or home every 2 minutes!
- No installation necessary . . . can be used with any type or size window
- Deeper pitched, ultra-quiet Micarta blades.
- Economical . . . uses little more current than 100-watt bulb
- For night cooling—place fan 3 feet in front of open window thus increasing fan's air exhaust capacity.

Ship. wt. 28 lbs.

No. 16MA2—List $69.95. Each..... **$48.27**

DEBONAIRE — FAN WITH THE NEW AIR-JET PRINCIPLE

Because of design principles, including jet action with Air-Injector rings, the Debonaire will deliver more air . . . where you want it . . . when you want it . . without annoying drafts.

- ★ Micarta Blades . . super-safe, ultra-quiet
- ★ Multiple Air-Injector Rings . . . increases the air delivery to 1,700 cu. ft. per minute
- ★ Machine-formed steel . . . lightweight, exceptional strength and durability.
- ★ Quiet . . . No hum, vibration, or radio interference.
- ★ Portable . . . use it anywhere

Ship. wt. 18 lbs.

No. 10DA—List $29.95. Each. **$20.67**

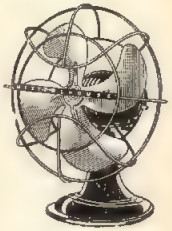
STANDARD OSCILLATING PEDESTAL MODEL

- Handsome, modern styling . . . streamlined for super air flow
- Crystal grey, baked-on enamel finish
- Powerful Westinghouse motor . . no radio interference.
- 3-speed, snap-type switch.
- Fully enclosed, automatic clutch, oscillating mechanism.
- Adjustable column . . between 46 and 66 inches from floor to motor shaft
- Upper pedestal column chrome-plated; lower column crystal-grey enamel
- 75° oscillation arc—oscillation center adjustable

Ship. wt. 48 lbs.

No. 160SDP—List $59.95. Each. . **$41.37**

LIVELYAIRE OSCILLATING DESK BRACKET



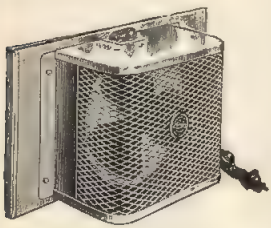
- ★ Polished aluminum Powersphere blades.
- ★ Beige baked-on enamel finish.
- ★ Uses powerful Westinghouse induction-type motor. No radio interference.
- ★ Fully enclosed oscillating gears
- ★ Arc of oscillation adjustable to any angle from 0° to 75°.
- ★ Easily adjustable for wall mounting.
- ★ Handsome, modern styling . . streamlined for super air flow

Ship. wt. 7 lbs.

No. 10LA2—List $13.95. Each **$9.71**

"COUNTRY AIRE" FANS

REVERSIBLE WINDOW VENTILATOR



Lakewood Engineering & Manufacturing Company, makers of the "Country Aire" products, are devoting their plant facilities, engineering know-how, and personnel to the manufacturing of the finest in ventilating equipment and fan products. Along with precision engineering these products will enjoy the finest merchandising and advertising cooperation, designed to make "Country Aire" products your fastest moving appliance.

• • •

The new "Country Aire" reversible window ventilator is "comfort at your fingertips" that reflects easy sales. A flick of the finger puts "Country Aire" promptly to work drawing out undesirable odors and stale air. Another flick of the finger and this amazing window fan reverses, bringing in fresh, pure air. Ship. wt. 27 lbs.

- Fits any window or transom.
- Easy installation — no special tools.
- UL approved.
- Quiet operation
- Completely safe.
- Beautiful finish, streamlined design
- Guaranteed for 1 year.

No. RW-12B—List $32.50. Each..... **$24.38**

FLOOR CIRCULATOR

This beautifully finished circulator has been engineered for perfect performance and designed for beauty and sales. The three speed control maximum air delivery in a 360° radius, completely enclosed motor quietness of operation, beautiful hammered enamel finish, available in three colors are a few of the features. This circulator is ideal for home or office. Colors brown, blue, gray. Specify when ordering. Ship. wt. 20 lbs.

No. F-12A—List $32.50. Each **$24.38**

SINGLE SPEED, as above, without carrying handles

No. X-12—List $23.50. Each.. **$17.63**

TIME IS THE ART OF THE SWISS

No gift so modern as a fine Swiss watch

Practically *all* the news in watches comes from Switzerland. All self-winding watches, wrist chronometers and calendar watches are Swiss. So are the world's smallest, thinnest, most complicated. *Every* fine Swiss watch owes its beauty and precision to the superiority of Swiss watchmaking machinery, to hours of hand-crafting, to skills handed down from fathers to sons for 300 years. *For the gifts you'll give with pride, let your jeweler be your guide.*

All the 150-odd parts of a fine Swiss watch are finished and assembled to perfection, making it possible for your jeweler to service any make of fine Swiss watch both economically and promptly.

The WATCHMAKERS OF SWITZERLAND

©1950 Swiss Federation

Baby Bear's tiny bed, with monogrammed coverlet, receives inspection before Goldilocks sleeps in it

Moritz the Mouse, a real dude, sits before Cinderella's fireplace with its miniature pots, pans

Greedy giant laughs as artist debates where to paste final feather on Hen that lays Golden Eggs

3 Dimensions, Full Color

breaks the baby bear's chair, and then sleeps in his bed.

Fairy Tale Characters "Act" in Miniature Sets

ALL of the Stori-View fairy tale characters "act" their parts in miniature sets, complete to colorful shingles on the roof of the Bear's house, to pictures on the walls of Jack's home, to fireplaces complete with all the trimmings, to beds supplied with colorful coverlets, to little pots and pans and small chairs—all specially made to make Stori-View Fairy Tales almost real, and certainly complete. The Sprunck studio is a veritable fairyland with all the little fairy figures and fairy tale sets as they await their turn to go before the camera and be photographed in sparkling color.

Expertly Photographed in Three Dimensions

Stereo, that is three dimensional photography, requires more than the mere snapping of a camera. In order to obtain depth each scene must be photographed in two similar, yet different pictures, one for the left eye, and one for the right eye. To appreciate this, take your hand and cover one eye as you look at some fixed object. Then do the same with the other eye, and you will see how the inter-ocular, that is the distance between our two eyes, not only changes the composition of each "picture," but also gives us depth.

In photographing fairy tale miniatures in stereo, a special formula for setting the lenses in relationship to the nearest and farthest objects must be followed. If the two lenses are not properly spaced, or if the camera is too close to the nearest object, a false depth results. Likewise, the lighting to bring out just the right color values is an important factor, for it will determine to a large degree the color quality of the final product.

Jack on his way down beanstalk with golden harp, after stealing it from greedy giant

The photography of the Stori-View Fairy Tales was supervised by an expert in stereo, a man with years of experience in three dimensional photography and color duplication. Photographs were made and rejected until just the right combination of color and stereo resulted in the originals used for making release pictures

Release Late in June

THE first of the series of Stori-View Fairy Tales are scheduled to make their appearance late in June, just in time for planning "back-to-school" and Xmas promotions. Jack and the Beanstalk will be completed first, with Goldilocks and Cinderella to be released in the order listed. These popular children's stories in themselves, and as "traffic builders," offer toy departments of all sizes an attractive avenue for greater sales and profits.

Films and Slides for Store Promotions

Special Minute Movies, all in color, have been produced by Stori-Views for store promotions. These Minute Movies have been

designed to attract the attention of store traffic, and in one brief minute to deliver a sales message that is almost irresistible. These Minute Movies can be run on continuous projection equipment or also used for special showings with other film programs.

For those who prefer still picture advertising, a set of thirty slides has been prepared for use in automatic slide projection equipment. This set of slides, like the Minute Movies, features actual scenes from the Fairy Tales, in addition to a clever sales message. This is probably the first time in history that Minute Movies and color slide sets have been produced for promoting the sale of fairy tales.

Complete Promotion Program

FOR the effective promotion of the Fairy Tales, Stori-Views has prepared aggressive advertising materials which, in addition to the Minute Movies and color slide sets, include envelope stuffers, counter cards, posters, newspaper mats, photo murals, and special counter envelopes.

From the creation of the Fairy Tales themselves, through to their packaging and promotion, Stori-Views has kept in mind the cardinal points of a successful product—*it must be good*, it must be attractively presented, and it must be *aggressively merchandised*. The Stori-View Fairy Tales should prove a most desirable and profitable additon to any toy department.

♦

Colman & Hirschmann Appointed

• It is reported that Colman & Hirschmann (formerly Richard Walters Associates) have been appointed national sales representatives for the Vibro Roll Products Co., Pittsburgh, Pa., manufacturers of remote control electric cars. Permanent showroom is at 1186 Broadway, New York.

♦

• Sam Corenswet, vice president and merchandising manager of the toy department of the Maison Blanche department store in New Orleans has been elected to the board of directors, it is reported.

New Eagle Basketball

Juvenile basketball knows no seasons! That's one reason why Eagle Rubber Company of Ashland, Ohio, has introduced a new seven-inch gas-inflated Basketball

The Eagle Basketball is constructed to take a multitude of foul shots and lots of dribbling. It's good for the basement because the tough pebble grain finish won't scuff or tear. If the Basketball is left on the outside court all night it will be as good as new in the morning. The finish, that looks like fine leather, is not affected by moisture.

In addition to its realistic appearance and durable construction, the new Basketball has a lot of rebound, and it's just the right weight for fancy ball handling by future forwards.

Besides its court use, the Eagle Basketball makes a fine ball for beach games.

■

Toys on Television

• On the evening of May 23, Sid Stone again showed the popular Pitchman Kit of gadgets, tricks and surprises, on the Texaco television program. At the same time, Milton Berle, television funny man, who asked to be shown a Spring suit, was handed one made up of "Slinkies," the famous spring toys by James Industries of Clifton Heights, Pa.

Opens Showroom In Fifth Avenue Building

Ed B. Miller, manufacturers' representative, New York City, announces the opening of his new showroom in the Fifth Avenue Building on June 1.

To effectively show and demonstrate his various lines of toy train accessories, Miller uses a 4' x 8' layout in the form of a miniature village, complete with

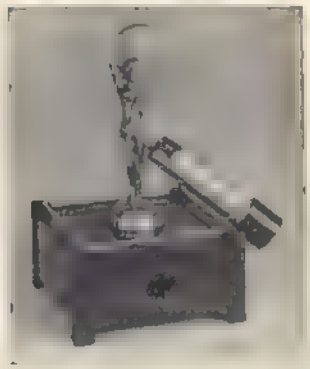
ED. B. MILLER

a plastic church, plastic houses, street lamps that light, a water tower that appears to have water being pumped into it, and numerous other items that make toy trains more fun for dads and sons.

A folder containing catalog sheets of his various manufacturers of toy train accessories is now ready for the trade, and interested buyers may obtain a copy by writing for it.

Other lines on display include woodburning sets, figurine paints, plastic and metal toys.

NOVELTY TABLE LIGHTERS

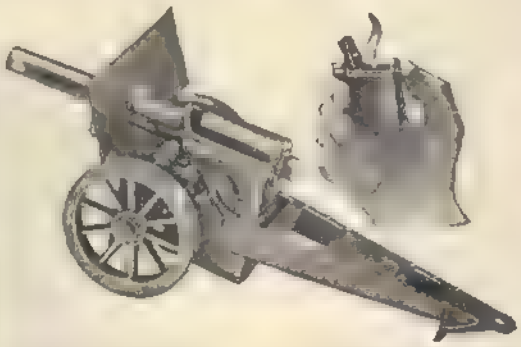


Dunhill Silent Flame Table Lighter. "Aphrodite" design in Gold figure with mahogany finish base. Operates on an entirely new and novel principle. No wheels to turn, no flints to replace. Filled with fluid ready for use. Height 4½". Each in box. Retail 3.00

No. 83J807 Each **1.75**

Marine Table Lighter. All chrome finish; semi automatic action. Spun of wheel operates mechanism. Five inches tall. Individually boxed. Retail 5.00

No. 83J693.
Each **3.00**

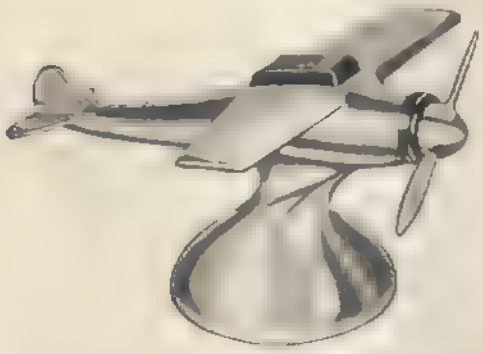


Replica of Field Cannon — a war remembrance. Lift Lighter attachment from base easy to handle. All metal in oxidized finish.

No. 83J675. Each..... **2.90**

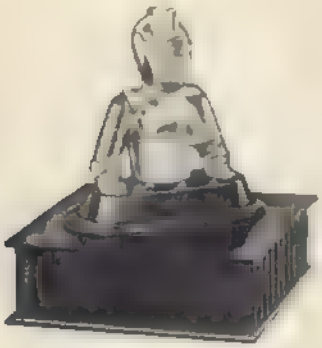
Western Boot Lighter. Replica of a western boot in cast metal beautifully embossed finish in bright polish yellow gold plate. Fine quality popular Evans lighter in yellow gold plate. Overall dimensions: 5¼ inches high, 4¾ inches deep, 2¼ inches wide.

No. 83J810. Each. **4.80**



Airflame Aeroplane Lighter. All chrome finished streamline design with ornamental black trim on propeller and cockpit. Two tire propellers and it is Dependable and foolproof performance 3¼x6x5 inches. Retail 5.00.

No. 83J688. Each..... **3.00**



Bernard Knight in Armor Lighter and Cigarette Box. A combination of Knight in Armor Lighter with attractive smartly styled cigarette box in ebony black plastic. Ideally suited for home and office. Mechanical performance unsurpassed. 4 inches wide, 5 inches tall. In individual gift box. Retail 6.00.

No. 83J805. Each. **3.60**

TEMPLAR ARMOR in ARMOR Table Lighter

TWO SIZES:

8 inches tall

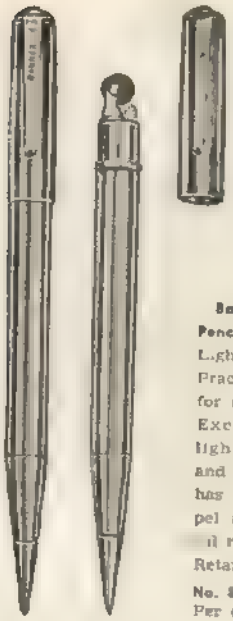
11 inches tall

Unusual, decorative and outstanding. The ideal gift! For desk den home or office. Finished in brilliant non-tarnishing chrome. Mounted on 4 inch black highly polished catalin base. Push the visor and up flares the light. "Dependable as the Knights of Old." Individually boxed

No. 83J802. 8 inch size
Each..... **4.50**
Retail 7.50

No 83J803. 11 inch size
Each **7.50**
Retail 12.50

FOR THE SMOKER



½ ACTUAL SIZE

Banner Lighter—Pencil Combination. Lights. Writes. Practical and useful for many purposes. Excellent wind-proof lighter. Is simple and durable. Pencil has propel and repel action. Beautiful rich gold finish. Retail 1.00.

No. 83J804.
Per dozen... **7.20**

Cigarette Case-Lighter combination in dual color, anodized aluminum black and gold. Cigarette case will hold both regular and king size cigarettes. Nationally advertised Park Lighter. Individually gift boxed with self-contained display. An ideal all-year around gift item.

No. 83J698. Per dozen **15.50**

Lighter and Knife Set. Smartly embossed luxury chrome finish. Finest quality scientifically tempered steel blade on knife. Knife swings open and locks open so it can't snap closed while in use. Size closed about 2¾ inches. Lighter is of well known wind-proof wheel type. Set in attractive gift box.

No. 83J744. Per set..... **1.47**

LIGHTER FLUIDS

"Old-Faithful" Lighter Fluid. 4-ounce can. Two dozen in carton. (No less sold.)

No. 68J274
Per dozen **1.20**

Ronsonol. A finer, longer lasting, more efficient lighter fuel. Packed 2 dozen cans to a carton.
(No less sold.)

No. 83J611.
Per dozen **1.76**

Replica of men's golf bag. Push up top with club head and lighter instantly works. Bronze oxidized finish.

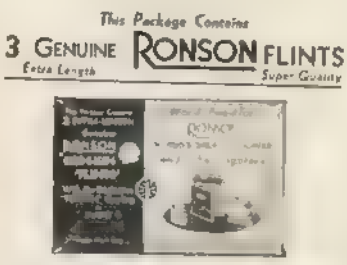
No. 83J674.

Each **1.45**

Canterbury Lighter Set. For [illegible] Lighter is fitted with Evans automatic mechanism. Matching cigarette [illegible] two fluted ashtrays. All extra heavy silver plate. [illegible] plus tax.

No. 83J819. Per set... ... . **7.35**

GENUINE RONSON FLINTS



For best results, RONSON owners should use only genuine Ronson Flints." Size, shapes and quality insure best results in any lighters. Three in package.

No. 83J44. Per dozen packages... **.70**

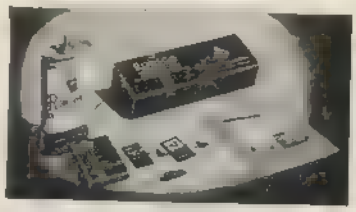
Ronson "Five Flinter" is a small safe-deposit flint holder with five flints. Packed 24 "Five Flinters" in carton.

No. 83J611. Per carton. **2.12**

Ronson Plastikit. Contains 5 extra length "REDSKIN" flints, wick, inserter and brush, in plastic container.

No. 83J703.
Per dozen..... **1.76**

RONSON UTILITY UNITS



Every owner of a Lighter should buy this useful and necessary outfit. It contains the accessories to keep a RONSON in first class working order for a long period of time.

Each SERVICER contains:
RONSONOL—Quality Lighter Fuel, 1 4-ounce bottle
3 RONSON extra-length RONSON REDSKIN Flints"
RONSON Wick and Inserter
RONSON Spark Wheel Cleaning Brush
General Instruction Book

Retails at 50c per SERVICER

No. 83J668. Per dozen... .... **3.53**

"They're getting telephones on Mill Road"

In every community, in every rural area served by the Bell System, more telephones are going in.

Thousands of farm families have telephones for the first time; thousands more are getting them. We've added nearly a million and a half since 1945; right now we're putting in 1000 every working day.

We're making steady progress, too, in improving service. Lift-the-receiver type telephones are being installed fast. The number of parties on party lines is being reduced and divided ringing is cutting down the number of rings each customer hears.

BELL TELEPHONE SYSTEM

The number of rural telephones has doubled in the United States in the last ten years. And we're keeping hard at it – our aim is still more and still better telephone service for the rural family.

SAND KNIT

AWARD SWEATERS

Made in

Two Weights

of 100% Virgin Wool Yarns

Jacket V-Neck and Crew-Neck Styles

Sleeve Stripes

ALL School Colors

Chenille Letters

Popular Priced

SPECIALISTS IN ATHLETIC CLOTHING FOR 28 YEARS

SAND KNITTING MILLS CO.

Manufacturers of Exclusive Knitgoods and Clothing for Athletic Wear.

538 SOUTH WABASH AVENUE CHICAGO 5, ILLINOIS

Penn Reels

New World Record Holder

for WHITE SEA BASS

PENN "LONG BEACH"

THE CATCH: 75 lbs., 6 oz.

THE CHAMP: ROBERT M. BIGN

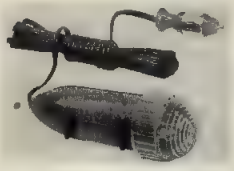
SAN CLEMENTE, CALIF.

PHILADELPHIA 32, PA.

Busch Produces Auto Safety-Flare

A new automobile light that throws both a brilliant white light to illuminate work and a bright red warning signal for approaching vehicles, known as Safety-Flare, has been designed by the A. G. Busch Co., Inc., 2632 North Central avenue, Chicago 39, Ill.

The Safety-Flare plugs into the car's cigar lighter and a strong electro-magnet holds it securely in any position to the metal surface of the car. It also can be used as a hand signal light



Handy Safety-Flare that fits into cigaret lighter on automobiles.

The body of Safety-Flare is constructed from sturdy plastic and a ring arrangement in the lens offers concentrated light for the working area. It retails for $2.79, complete with 12 feet of rubber cord, enough to reach all parts of the automobile

(Circle item 85 on Page 187)

MERCURY MINNOW

"the BAIT with ACTION"

MORE ACTION IN THE WATER — TERRIFIC ACTION ON SALES COUNTERS

SEALED-IN MERCURY!

3/8 and 5/8 ounce sizes

Red-white, Frog, Perch, Pike, Pearl, Yellow, Orange, Black

Free Demonstrator Model

RETAILS, $1.50

...ers report it's the greatest action bait they've ever used. Dozens say no sell on sight. Sealed-in mercury dis abo in the tough transparent ... plastic body creating the action ...like scale finish. New coun er display box holds 6 individu ally packaged baits. Dual loads dis... Choice territories open

Write for New Catalog Sheet!

THE MERCOY TACKLE COMPANY

1359 Hollywood Ave., Grosse Point Woods 30, Mich.

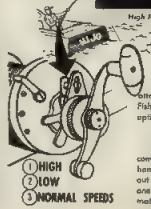
New

TEE-PEE TRANSMISSION

High Profits for You in 1950!

Three Speeds A Unit

FOR YOUR FISHING REEL!



The "Tee-Pee" is a small lightweight, three speed, easily ...nochable speed shifting unit which fits most all Salt Water Fishing Reels and is designed to give the fisherman an option of two speed combinations —

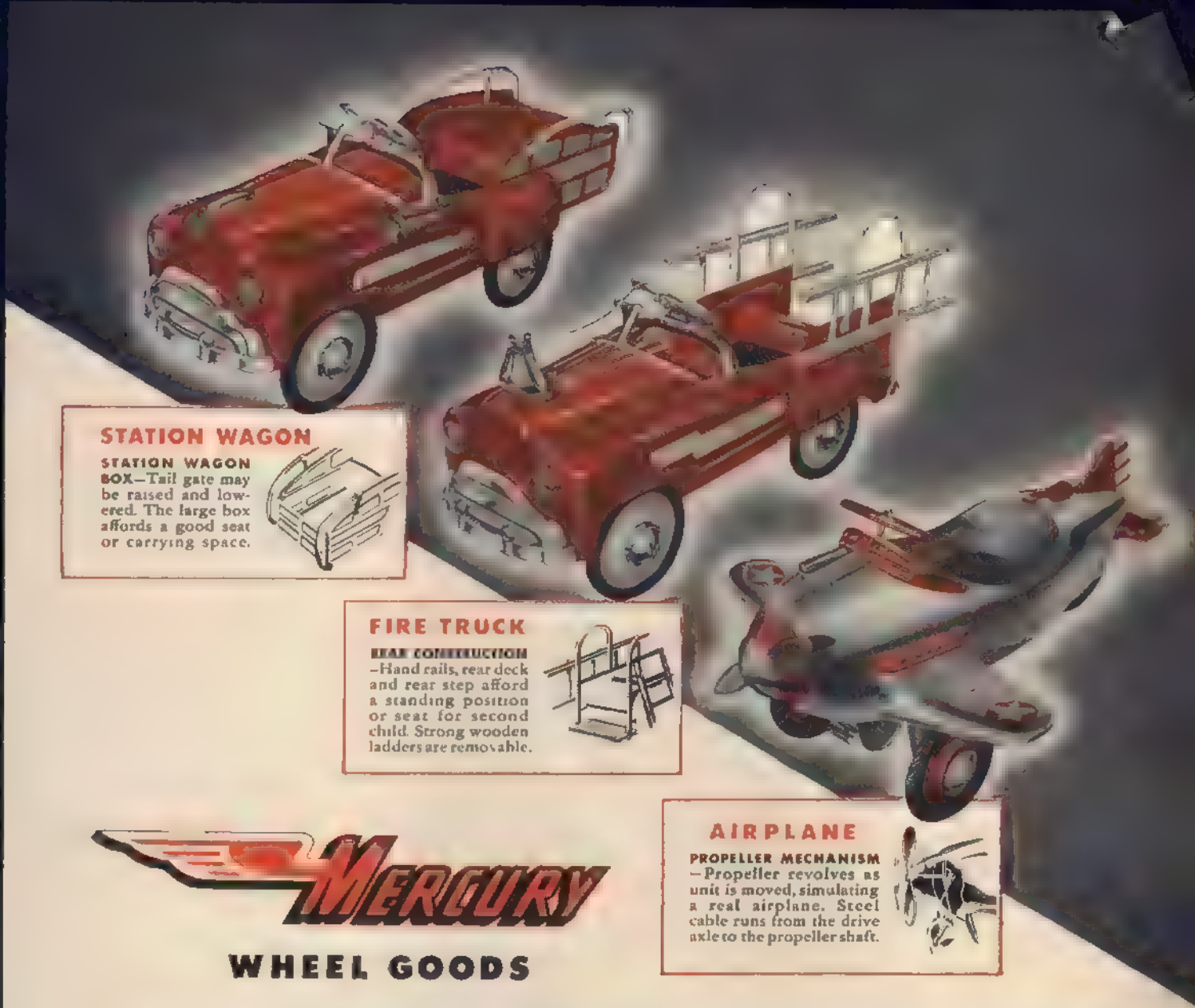
First — Conventional with Low Drive

Second — Conventional with High Drive

Lightning-fast shift from one speed to another is accomplished by a mere flick of the wrist (touching the right-hand palm on the speed Shifting Knob) or by simply pulling out the speed Shifting Knob. Low Drive is approximately one-half the conventional speed and High Drive is approximately twice the conventional speed of your reel

ADVANCE GEAR AND MACHINE CORP.

5851 Holmes Avenue • Los Angeles 1, Calif.



STATION WAGON

STATION WAGON BOX—Tail gate may be raised and lowered. The large box affords a good seat or carrying space.

FIRE TRUCK

REAR CONSTRUCTION—Hand rails, rear deck and rear step afford a standing position or seat for second child. Strong wooden ladders are removable.

AIRPLANE

PROPELLER MECHANISM—Propeller revolves as unit is moved, simulating a real airplane. Steel cable runs from the drive axle to the propeller shaft.

MERCURY

WHEEL GOODS

have Quality Construction for Extra Saleability!

All three of these stylish variations of Mercury Juvenile Autos feature:

NEW, BALL-BEARING WHEELS—for longer life and easier rolling.

HEAVY STEEL BODIES & FENDERS—deep drawn for detail and realism.

FREE STEERING MECHANISM—permits easier steering and shorter turning.

IMPROVED UNDERGEAR—more power and more leg room; pedals adjustable for child's size.

FULL BALL-BEARING DRIVE—ball-bearing pull straps and axle for easier operation.

Free...

Including the greatest mechanical improvements in our 26 years of leadership, the all-new Mercury line is the sales sensation of the 1950 wheel goods market...For extra profit, stock and display the Mercury line right NOW!

THE MURRAY OHIO MFG. CO. CLEVELAND 10, OHIO

NEW! DIFFERENT! SMART!

"PLINNO TOYS"

SWIM RINGS

No. 69—BOAT RING (Pat. Pend.)

24" long. The old swimming tube streamlined for today's youth. Combines a swim-ring with the play value of a boat.

IT TALKS!

No. 67—SEA HORSE RING (Pat. Pend.)

24" long, 18" high. Tops for value and appeal. FEATURES LOUD VOICE WHEN SQUEEZED!

Plinno toys

Plastic Innovations
INC.
102 WEST 101st STREET
NEW YORK 25, N. Y.

Surprising Action to Delight Every Child!

Blow into Mouthpiece – Door Opens Out comes Sassy Birdie and gay KOO KOO sound Release Mouthpiece – Door snaps shut and Birdie disappears All plastic, in 3 bright colors, with the lavish detail of a traditional Cuckoo Clock, it's a NOVELTY NATURAL, 6⅝" high, 3" wide. Clever container conveys message and displays item effectively for Pick-up Sale **No. 2100 Retail Price 49c.**

Safely packed in Full Color Box which Hygienically Protects Item.

TOPIC TOYS
174 WEST JACKSON BLVD. CHICAGO 4, ILL.

TRAFFIC BUILDER

NEW COSTUME DOLL KIT

MORE for the MONEY, FASTER PROFITS

Here's GREATER PLAY VALUE to retail at only $2.50. SIX flexible rubber molds to mold and paint striking figurines in colorful costumes. Water colors, molding powder, tool. Swell for girls and women hobbyists. See this and the entire line in our big, new catalog. Write:

Bersted's Hobby-Craft, Inc. MONMOUTH ILLINOIS

The Original

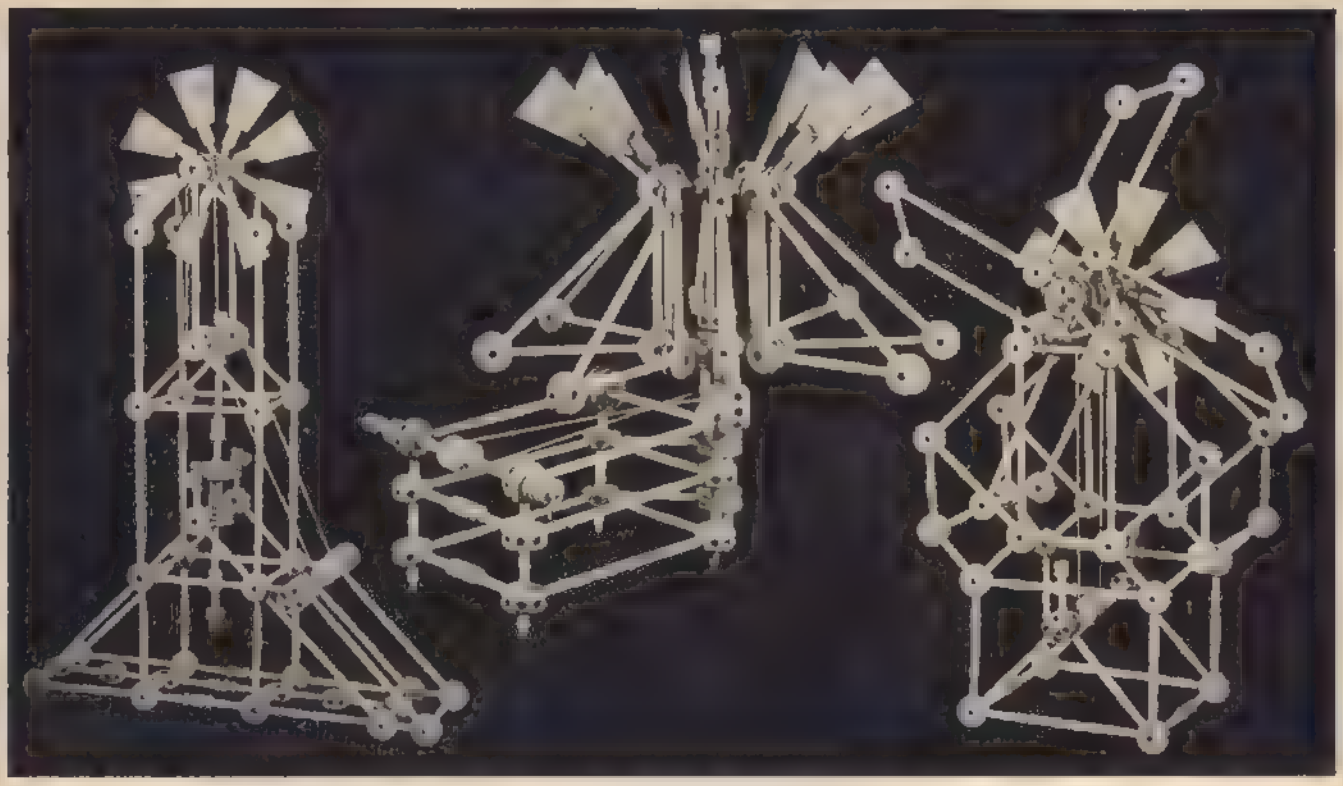
LINCOLN LOGS

A standard line
that grows steadily
with the years

Lincoln Logs

1750 N. LAWNDALE, CHICAGO 47

Permanent Display and Showrooms
NEW YORK
Fifth Avenue Building—Space 426-8
CHICAGO
Merchandise Mart—Space 1435



THE NEW DELUXE TINKERTOY

WITH ANY OF THE FIVE TINKERTOYS A NEW AND DIFFERENT MOTION MODEL CAN BE MADE EVERY DAY FOR YEARS TO COME, LIMITED ONLY BY THE IMAGINATION.

JUNIOR
WONDER
SPECIAL
SENIOR
DE LUXE

EVERY SET HAS BEEN REVISED FOR 1950; ALL NEW MODELS AND DIRECTION SHEETS; PARTS IMPROVED AND RE-ARRANGED TO GIVE EQUAL OR BETTER VALUE ON AN EVEN PRICE BASIS ALL ALONG THE LINE.

THE PAST YEAR'S SALES OF TINKERTOY WERE THE HIGHEST IN ITS 35 YEARS OF RECORD BREAKING HISTORY

THE TOY TINKERS INC. EVANSTON, ILL., U. S. A.

The Market Place

MARBLES
of the finest quality in every
SIZE, COLOR and DESCRIPTION
Sold in Bulk — Mesh Bags — Boxes
Write for Vitro's samples and prices before placing your orders.
THE VITRO AGATE CO.
Parkersburg, W. Va.

VogueDolls, INC.
8" all Plastic fully jointed Dolls.
Seventy styles including Tots of the Century and Cinderella Group
83 SHIP AVE., MEDFORD 55, MASS.

WALCO
EDUCATIONAL TOYS and BEADCRAFT OUTFITS
Sell 12 months a year
Walco Bead Co.
37 West 37th Street
New York, N. Y.

WAL-FELD
HOUSE OF
MUSIC BOXES
ALL MUSICAL NOVELTIES
443 BROADWAY, NEW YORK, N. Y.

BUILT-RITE
PUZZLES — ALL TYPES
CHECKER BOARDS • PLASTIC CHECKERS
RAILROAD ACCESSORIES
DOLL HOUSES • FARM SETS
GARAGES • FORT SETS • GAMES
Warren Paper Products Co.
• LAFAYETTE, INDIANA

Manufacturing Specialists of
KNITTED NOVELTIES for DOLLS
SOCKS — BOOTIES — SHIRTS — UNDERWEAR
WARWICK NOVELTY CO.
Julius Kohn — APplegate 7-2424
2961-7 Atlantic Ave., Brooklyn 8, N. Y.

TRAINS AND ACCESSORIES (Electrical, Mechanical and Scale Model) (Continued)

Lincoln Loks, 1750 N Lawndale Ave. Chicago 47 Ill
Lionel Corp., 15 East 26th St. New York
Louis Marx & Co. 200 Fifth Ave. New York
Mechanicraft, Inc., 57-07 52nd Ave. Woodside, N. Y.
Nosco Plastics, Erie, Pa.
Skylon Mfg. Co., 1413 Vine St. Philadelphia Pa
Strombecs Becker Mfg. Co. Moline, Ill.
Toycraft Corp. 189 N. Franklin St., Chicago 17 Ill.
Unique Art Mfg. Co., 200 Fifth Ave., N. Y. C.

TRAINS (Pull Toy & Floor Trains)

The American Crayon Co., Sandusky, Ohio
Ardee Plastics, Inc., 42-08 Vernon Blvd. Long Island City, N. Y.
N. D. Cass Sales Co. Athol, Mass.
Fisher-Price Toys, Inc. East Aurora, N. Y.
Holgate Bros. Co. Kane, Pa.
Newton & Thompson, Inc., 200 Fifth Ave. New York
Nosco Plastics, Erie, Pa.
Playskool Mfg. Co., 1750 N. Lawndale Ave., Chicago, Ill.
Strombecs Becker Mfg. Co., Moline, Ill.

TRAIN TUNNELS

Irving L. Hartman Co., 62 W. 39th St., New York 18, N. Y.
Kedding Paper Products Co., 3042 N. 34th St., Milwaukee 10, Wis.

TRANSFER PICTURES

Paas Dye Co., 60 Shipman St., Newark, N. J.

TRICYCLES (See Velocipedes)

TRUNKS AND SUITCASES

N. D. Cass Sales Co., Athol, Mass.
Transogram Co., Inc., 200 Fifth Ave., N. Y. 10.

TYPEWRITERS

Louis Marx & Co., 200 Fifth Ave., New York 10.
Simplex Typewriter Co., Inc., 210 11th Ave., New York City
Western Stamping Co., Jackson, Mich.

VALENTINES (See Greeting Cards)

VELOCIPEDES

Buddy "L" Wood Products, Glens Falls, N. Y.
Chain Bike Corp., 11 Broadway, Brooklyn 11, N. Y.
The Colson Corp., Elyria, Ohio.
Fictrick Mfg. Co., Toledo, Ohio.
Huffman Mfg. Co., The, Dayton 1, Ohio.
Junior Toy Corp., Hammond, Ind.
La Porte Corp., La Porte, Ind.
Murray-Ohio Mfg. Co., 1115 E. 152 St., Cleveland, Ohio.
Paragon Furniture Co., Inc., 41 E. 31st St., New York 16.
O. W. Siebert Co., Gardner, Mass.
The Frank F. Taylor Company, Norwood, Cincinnati, Ohio.

VIEWERS

Craftsmen Guild, 1001 N. Orchard Drive, Hollywood 38, Calif.

WADING POOLS

Beele-Pinkerton Ind., Inc., Boston 27, Mass.
Bilnor Corp., 200 Fifth Ave., N. Y. 10.
Doughboy Industries, Inc., New Richmond, Wisc.
La Porte Corp., La Porte, Indiana.
U. S. Fiber & Plastics Corp., Sterling, N. J.
Valley Steel Prod. Co., 124 Sidney St., St. Louis 4, Mo.

WAGONS, WHEELBARROWS & CARTS (Toy)
(See also Coaster and Express Wagons)

American Mfg. Concern, Falconer, N. Y.
B M C Mfg. Corp., Binghamton, N. Y.
Barr Mfg. Corp., Weedsport, N. Y.
Buddy "L" Wood Products, Glens Falls, N. Y.
Childhood Interests, Inc., Roselle, N. J.
Garton Toy Co., Wisconsin One & Eleventh St., Sheboygan, Wisc.
Harcourt Co., 121 No. Marion St., Oak Park, Ill.
Ideal Novelty & Toy Co., 200 Fifth Ave., New York 10.
John Industries, Inc., 32 West Randolph, Chicago, Ill.
Paragon Furniture Co., Inc., 41 E. 31st St., New York 16.
Playskool Mfg. Co., 1750 N Lawndale Ave., Chicago, Ill.
Radio Steel & Mfg. Co., Chicago 35, Ill.
Smith-Miller, Inc., 2932 Nebraska Ave., Santa Monica, Calif.
The Steel Stamping Co., Lorain, Ohio.

Mottled Marbleized
RUBBER BALLS
4", 5", 6", 7", 8", 10"
Bright Colors
WEAVER WINTARK
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WEIL BROTHERS
Manufacturers of
"Nonpareil" lithographed metal humming tops and sheet metal toys.
60 Union Street, Newark, N. J.
Represented by:
Monroe Weil, Room 332
200 Fifth Avenue, New York 10, N. Y.

WEISMAN NOVELTY COMPANY
Manufacturers of
YACHT CAPS
SAILOR HATS
FISHING CAPS
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BASEBALL CAPS
XMAS STOCKINGS
CARNIVAL SUPPLIES
PENNANTS
ARM BANDS
CLOTH ADVERTISING SPECIALTIES
334 MARKET ST., PHILADELPHIA 6, PA.

SAM WEISMAN
SALES ORGANIZATION
DIRECT FACTORY REPRESENTATIVES
Selling to Wholesalers, Chains and Department Stores
PERMANENT SHOWROOM
200 Fifth Avenue, New York 10, N. Y.
Room 205—2nd Floor
ORegon 5-3100

AMERICA'S NEW FOOTBALL GAME *Sensation!*
FIRESIDE FOOTBALL
IN TWO MODELS to Retail for $1.50 and $3.00
Manufactured and Distributed by
WES-KO DISTRIBUTORS, INC.
7619 S. Santa Fe Ave. Los Angeles 11, Calif.

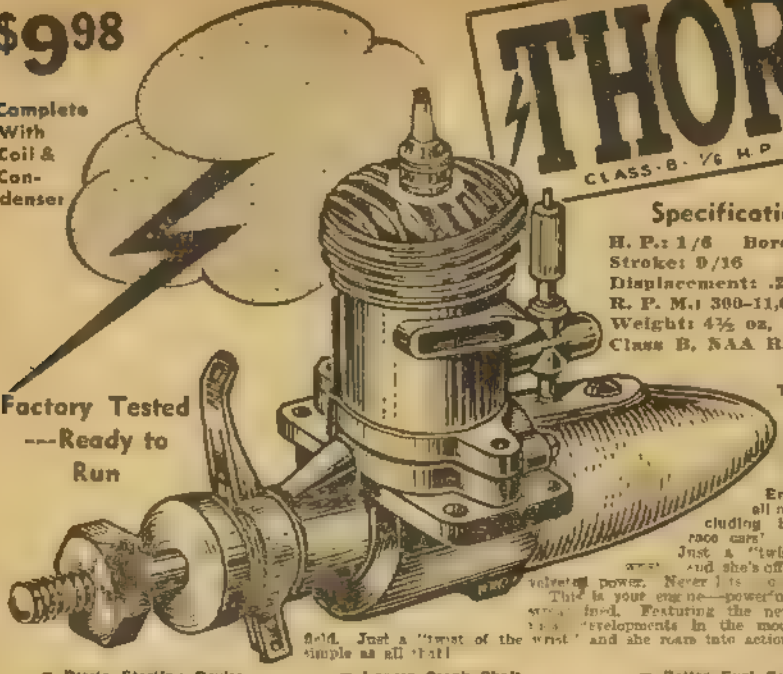
WESTERN DOLL CO., INC.
manufacturers of
popularly-priced
BABY-SKIN DOLLS
and
SCRIBBLES
(THE DOLL OF 1000 FACES!)
HAROLD LATER ★ LOUIS MILLER
931 E. Pico Blvd., Los Angeles 21, Calif.

$9.98

Complete With Coil & Condenser

THOR

CLASS-B · 1/6 H.P



Specifications

H. P.: 1/6 Bore: 13/16
Stroke: 9/16
Displacement: .29
R. P. M.: 300–11,000
Weight: 4½ oz.
Class B, NAA RULES

Factory Tested ---Ready to Run

THOR—The Engine cannot be beat in any price field

The Ideal Engine for all models, including boats and race cars!

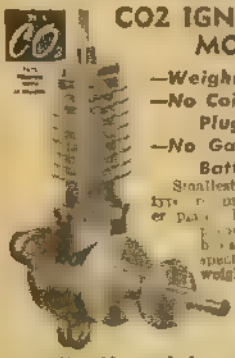
Just a "twist of the wrist" and she's off—smooth, velvety power. Never [illegible]

This is your engine—powerful, smooth, [illegible] fined. Featuring the newest [illegible] developments in the model engine field. Just a "twist of the wrist" and she roars into action. It's as simple as all that!

■ Presto Starting Device ■ Longer Crank Shaft ■ Better Fuel Control
■ Improved Cam and Timer ■ Wear-Proof Rod

Ideal for Free-Flight U Control planes boats and midget cars—Complete instruction book fully illustrated—Full 30 day guaranty against defective parts—Easy to start, "a twist of the wrist"—Steady and consistent running—High compression ratio for instant starting—Every part precision engineered to perfection—Lowest weight of all "B" engines without sacrifice of power—Streamlined for cooler and longer operation—New stroke design for non-flooding and positive adjustment—Piston, cylinder and bearing surfaces micro-precision fitted to .0001"—Crankshaft of polished ground steel, scientifically balanced—special oil groove for longer life—4 bearing surfaces with forced double lubrication for longer wear—Uniflow piston—Integral aluminum tank—Castings made of new "THOR" alloy. With more heat dissipation and wearing quality than any other engine—Perma-designed foolproof timer—never needs adjustment—can't slip in operation—Replacement parts available and interchangeable.

No. 7405. THOR MODEL GAS ENGINE. Price Postpaid... $9.98



CO2 IGNITIONLESS MOTOR

—Weighs Just ¼ Oz.
—No Coil, No Spark Plug
—No Gasoline, No Batteries

Smallest lightest expansion type reciprocating-action power plant. For any type model [illegible] race cars speed boats [illegible] spectacular power-to-weight ratio. 7,000 rev. per minute. Runs 20 to 80 seconds from single 8 gram dioxide cartridge. Positive flip start[illegible] ing, adjustable speed, 1-pc. steel cylinder fitted piston, precisioned 1/10,000-in. Displ. .0178 Bore .275. Stroke .300. Made and guaranteed by Herkimer, manufacturer of famous OK gas engines. Weight, complete, 1/2 oz. Free flying for all [illegible] to motor [illegible] with cartridge holder.

$4.95

No. 7403. CO2 Ignitionless Engine.

No. 6788. Cartridges. 8 for 40c. Each...15c

GAS ENGINE

Use It to Fly Planes, Run Model Cars or Boats, Drive Construction Sets, Etc.

Only $6.98

Ready to Run

Wonderful engine at a very low price. Not a kit but a ready to run engine [illegible] Johnson Smith [illegible] die casting. Beryllium copper breaker point

[illegible] forcing. Transparent tank. Fuel gauge [illegible] Fuel [illegible]

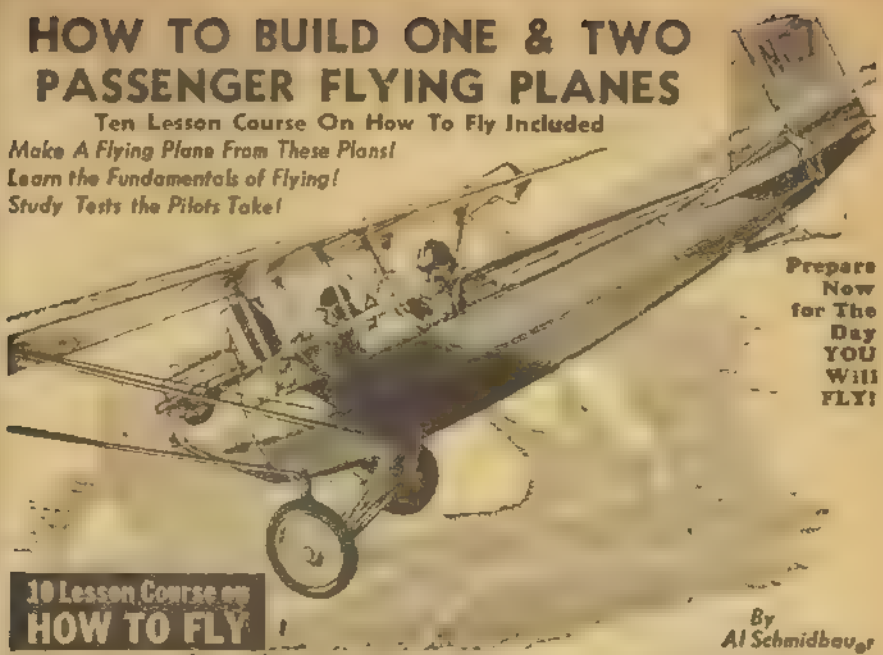
No. 7407. GAS ENGINE. Postpaid $6.98

No. 7408. COIL, CONDENSER and IGNITION WIRE Set... $1.95

HOW TO BUILD ONE & TWO PASSENGER FLYING PLANES

Ten Lesson Course On How To Fly Included

Make A Flying Plane From These Plans!
Learn the Fundamentals of Flying!
Study Tests the Pilots Take!

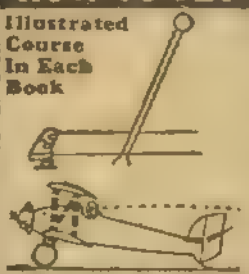


Prepare Now for The Day YOU Will FLY!

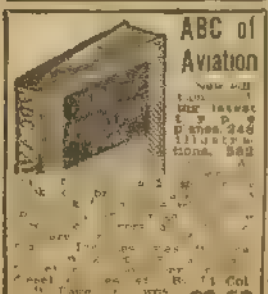
10 Lesson Course on HOW TO FLY

By Al Schmidbauer

Illustrated Course In Each Book



worth the price of the entire book. [illegible] MPOR-TANT that you know the f[illegible] [illegible] NCE [illegible]



ABC of Aviation

[illegible] pages 248 illustrations. Bd

$2.50

Build Flying Planes From Inexpensive Used Parts!

Who wouldn't like to thrill to the experience of flying his own plane! Yes, that's actually what can be done after building your plane from the plans given in this book. A book designed for the novice who wants to make a low priced flying plane out of cheap, junk yard parts. A book designed for those mechanically minded people who want to get into aeronautics at the lowest possible cost.

In addition to the regular plans for building three types of planes, including a One Passenger Flying Airplane, Two Passenger Flying Airplane and Flying Seaplane, you will find instructions on how to build a Flying Glider and a 10-Lesson Course in Flying and Ground School Training.

Contents of This Interesting Book

Building a One Passenger Flying Airplane

Build it yourself right from plans in this book. [illegible] motor. [illegible] up as low cost as [illegible] ordered and [illegible]

Hints on Building Two Passenger Plane

Take a friend along—it gives you a [illegible] building a two passenger plane.

How to Build a Flying Glider

Start your pilot club and build your own glider. As it has no motor, it can be built for the least possible cost yet provides many of the thrills of actual flying. Makes a good start and gets you into flying in a hurry. Complete plans.

How to Build a Flying Seaplane

[illegible] Designed for You to Use

We have tried to make this a [illegible] book by including a number of interesting plans you need to know. It gives you a ground school course and tells you how to fly. How to build your plane and glider. Also how to cut by explaining where to get the parts you need cheaply.

10 Lesson Course on How to Fly Including Ground School Course

Tells you how to fly in a simple way. Diagrams make it easy to [illegible] Ground School Training. [illegible] interesting and instructive as you never saw any of the rest of the [illegible]

How to Become a Transport Pilot

A few of the requisites of commercial flying. If you're interested in this commercially, this will prove a fascinating chapter to you.

Will You Be a Good Flier?

Not everyone is suited for flying are you? Government tests eliminate [illegible] people and [illegible] to determine your flying ability.

Sources of Supply for Building Your Airplane—Where to Obtain Cheap Parts

Not only tells you HOW to BUILD and FLY your plane but [illegible] you can [illegible] where to get [illegible] cheaply. [illegible] be worth the price of the book.

well illustrated throughout with explanatory diagrams and close-ups of the intricate parts. Written in easy to understand language referring [illegible] SHOWS

YOU HOW TO DO IT—THEN YOU CAN DO IT!

No. 1783. How to Build Flying Planes. **25c** ★ 105

Lively Action

YOU Control Them From Bottom

BRAYING DONKEY

Acts Almost Alive!

Plenty of kicks and action from this donkey. He moves his head up, down around, sits down, lies down, etc. **HE EVEN BRAYS IN FAMILIAR DONKEY CALL!** Controlled from bottom. Wonderful fun for everyone.

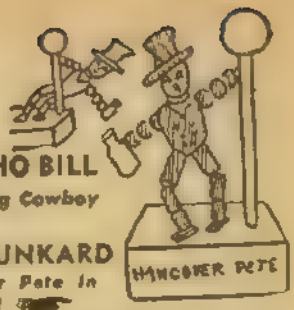
No. 6898. Braying Donkey. Price Postpaid **98c**

BRONCHO BILL

The Riding Cowboy

HERE'S ACTION! YOU make the [illegible] of you can [illegible] by button [illegible] Him do whatever you desire

No. 6896. Bucking Bronco **98c**



THE DRUNKARD

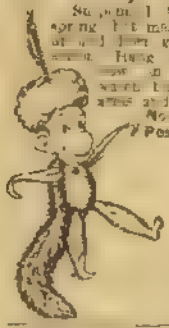
Hangover Pete In Action!

Looks like Hangover Pete has a snootful again. Does the weirdest things. Staggers all around muppet with bottle in one hand. Lies down, falls down, climbs pole, etc. Hours of fun for the family. Easily controlled from button in bottom. Does whatever you wish.

No. 6897. Drunkard, Price **98c**

Jumping Monkey

Plenty of Action

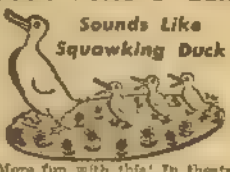


Suspended from top by spring [illegible] makes [illegible] Hang on [illegible] and watch him go. Moves arms and legs.

No. 4508 Postpaid **35c**

Duck Voice & Call

Sounds Like Squawking Duck



More fun with this! In theatre, school elevator or crowd, just give this plastic **DUCK CALL** a blow and [illegible] **HONK-HONK** [illegible] **CLEAR** and **TRUE** [illegible] **Fool** the dog, who [illegible] the cat and **EVEN THE DUCKS** [illegible]

No. 4287 Duck Voice **15c**

Jumping Dog

Watch Him Leap Up!

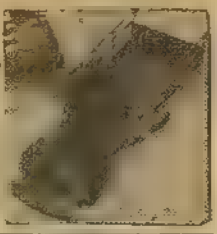
Small [illegible] dog with spring [illegible] [illegible] [illegible]

"FLY APART" TRUCK

Bump Bumper—

CRASH

—It Flies Apart!



SMASH IT UP—PUT IT TOGETHER IN A JIFFY—AND DO IT OVER & OVER AGAIN. This action truck you build to crash. Get fun out of this destruction truck—let your [illegible] Made [illegible] 22 square [illegible] steel—stands the [illegible]. Can be crashed over and over [illegible] to rigid [illegible] Assembled [illegible] fastened [illegible] bolts and nuts [illegible] Easy to assemble—parts [illegible] paint [illegible]

No. 852X CRASH TRUCK Postpaid **$2.29**

Pocket Size FOLDING SEAT

—Picnics
—Games
—Races
—Fishing
—Camping
—Home Use
—Sports, Golf
—Auto Seat
—Etc., Etc.

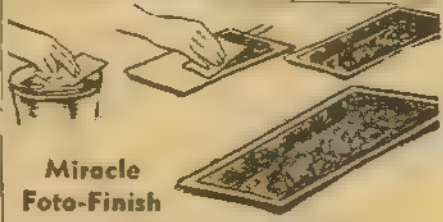
Light weight, portable seat. Really handy for 1,000 uses. Extra seat in car or at home. Take it with you. Protects clothes. Comfortable. Perforated steel construction, extra heavy, holds 500 pounds. Welded. Zinc plated. Size open: 18½-in. high, 12-in. wide. Folds to 9x7-in. Easy to carry. Colorful enamel. Weighs slightly over 1 lb.

No. 8526 FOLDING SEAT. Price Postpaid **$1.69**

INDOOR FIREWORKS

Finest type of fireworks that can be used indoors. Fireworks come in assorted sizes and colors, each one [illegible] a variety of small flowers [illegible] paper favors. When set up on a table and lit, [illegible] shower of [illegible] The favors fly to the air and [illegible] be room. Safe but plenty of fun. Prizes consist of [illegible] money, confetti, [illegible] favors, [illegible] flowers, cards, [illegible] etc. Not [illegible] Shipped by Express Charges Prepaid.

No. 8421 Assortment of 24 Indoor Fireworks. Only **$2.96**



WHIZZER SPARKLER

Thousands of Colorful Sparks

Safe Substitute for Fireworks

ALL FUN—NO DANGER. Safe substitute for fireworks that you can enjoy all year long. Spring action keeps the **FIRE WHEEL** revolving, throwing off thousands of sparks in a red, white and blue pattern. **GREAT FUN IN THE DARK and AT NIGHT** or even in broad daylight. Signal your friends. **NO ELECTRICITY. NO FIRE.** Uses regular flints. With flint.

No. 8244. . . . . **39c**
No. 9317. Flints. Pkg. . . 10c

Miracle Foto-Finish

HORSE RACE

Real Picture Shown Each Race!

Each person chooses his horse. Moisten the back of the card with the miracle tissue. The **FOTO-FINISH** results appear immediately. It's impossible to tell the results in advance. Each one different. Each card has [illegible] photo-paper until the miracle tissue is [illegible] and applied. Have fun guessing the results with your friends. Proven exceptions by popular demand. Clubs, home, office parties, night spots and [illegible] to liven up a dull evening. Each package contains 6 photos, each for a complete race. When [illegible] tissue rub [illegible] card and [illegible] ACTUAL PHOTOGRAPH of race finish appears. Impossible to tell [illegible] horse [illegible] will finish.

No. 3603. Magic Photo Races. Per Set (5 Races) **25c**

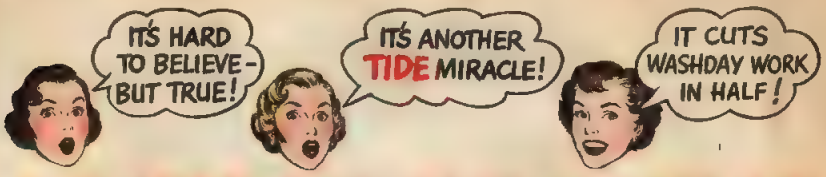
REALISTIC BOXERS

A Thousand and One Rounds of Action!

Filled With Excitement. Who Will Win?

YOU MAKE THESE BOXERS FIGHT! These LIVELY BOXERS are all set for action when you get them. By [illegible] base of the fighting ring, the boxers [illegible] into action. They swing at each other, they dodge, they [illegible]. Each round is full of action. Keep it up as long as [illegible] and each [illegible] are never sure who is going to win [illegible] for others.

No. 8510. **REALISTIC BOXERS.** Price Postpaid **$1.19**



A DAZZLING CLEAN WASH WITHOUT RINSING

...IT'S A NEW *TIDE* MIRACLE!

JUST WASH... WRING OUT... HANG UP!

YES! Take your wash right out of Tide's amazing suds . . . wring it out . . . and hang it up CLEAN! Get Procter & Gamble's Tide today . . . every package of Tide on your dealer's shelf *right now* will give you a *dazzling* clean wash without rinsing!

1. Clothes come dazzling clean! Tide *keeps the dirt suspended in the sudsy water.* When you wring out the clothes, the dirt runs out with the washwater—and clothes come from the wringer CLEAN . . . and dry as bacteria-free as rinsed clothes.

2. Clothes come dazzling white! Just see if you can tell the difference between a rinsed, and an unrinsed Tide-washed shirt.

3. Clothes dry soft and fluffy—iron *easily*, when you wash with Tide—without rinsing!

4. And this method is safe for fabrics—skipping the rinsing actually saves wear and tear on clothes!

"I'M THRILLED AT ALL THE TIME AND WORK I SAVE!"
says Mrs. Dorothy Leipheimer, Butte, Montana

"My wash came so *sparkling* clean without rinsing, I was truly amazed! Now I feel like telling the whole world—use Tide *and don't rinse your wash!*"

When you wash without rinsing—
NO OTHER WASHING PRODUCT KNOWN WILL GET CLOTHES CLEANER THAN TIDE

SAME TIDE! SAME PACKAGE! NEW MIRACLE!

COMMUNICATIONS HEADPHONES WORN BY A U. S. ARMY SIGNAL CORPSMAN

SPECIAL U. S. ARMY HELMET WITH NET COVER, WORN BY AIRBORNE TROOPER

THINKING CAP...

Today's Army needs men of Action who are Thinkers as well

The regulation U. S. Army "Class A" uniform cap for all enlisted men, shown above, is a symbol of America's new Army. It is a *thinking* Army—adept at a multitude of technical specialties, trained to meet complex problems of modern military science, disciplined in the maintenance of a morale which has never been equalled.

Today's Army needs men of intelligence, versatility, initiative and character—career-minded men who are equal to the opportunities afforded by the most technically advanced army in history.

Enlistment requirements are higher, and educational opportunities within the Service are greater, than ever before. Alert, qualified young men who can qualify should examine the possibilities of a rewarding lifetime career in the new U. S. Army.

HELMET LINER WORN BY CONSTABULARY PERSONNEL IN OCCUPIED GERMANY

FUR PARKA, DESIGNED FOR SUB-ARCTIC ASSIGNMENTS AND SKI TROOP TRAINING

ARMY FATIGUE CAP—POPULAR WITH ENLISTED MEN AT WORK AND AT PLAY

HELMET, WITH EARPHONE CUT-OUTS, FOR USE IN U. S. ARMY ARMORED FORCES

U. S. ARMY

A career in the U. S. Army today offers broad opportunities for education, technical training, travel, advancement, and security. Talk with an Army career specialist today

VISIT YOUR NEAREST U. S. ARMY AND U. S. AIR FORCE RECRUITING STATION

McDonald Golf Clubs

DELUXE AUTOGRAPH WOODS

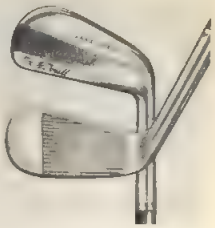
FEATURING

- Select, Seasoned Laminated Heads
- Step-down Tapered Chrome Plated Shafts
- Weighted Sole Plate

DELUXE AUTOGRAPH IRONS

FEATURING

- Stainless Steel Heads, Satin Finished
- Step-down Tapered Chrome Plated Shafts
- Skived Calfskin Grips



IDEAL COMPANIONS FOR A LOW-SCORING GAME

Laminated Head Woods . . . Stainless Steel Head Irons

***DELUXE* Autograph Woods**

The new Deluxe McDonald AUTOGRAPH Woods feature the latest improvements combined with the finest materials for tops in performance. Select, seasoned laminated heads, chrome plated steel shaft, special design metal sole plate and extra hard fibre insert on face for extra drive. These registered matched clubs have black and white ferrules and caps. Grip is of black skived calfskin. **Men's right hand only.**

		Sugg. Retail
1437AT-2309—	Driver, Brassie, Spoon. Set of 3	$34.65
1438AT-1539—	Driver and Spoon Set of 2	23.10
1489AT-770 —	Brassie only	11.55
1490AT-770 —	No. 4 Wood only	11.55

***DELUXE* Autograph Irons**

New McDonald Deluxe AUTOGRAPH Irons are of unsurpassed quality in every way; registered and well matched. Finest equipment assures a satisfactory game, thereby giving true pleasure for the golf enthusiast. The heads of these irons are made of fine stainless steel, satin finish, and built to put more power into the stroke each iron is designed for. Line-scored face, step-down tapered chrome plated steel shaft; black and white ferrules and caps, black skived calfskin grip. **Men's right hand only.**

		Sugg. Retail
1491AT-2940—	5 Irons (2, 5, 7, 9 Putter)	$44.10
1492AT-4116	Irons (2, 3, 5 [illegible] 8, 9, Putter)	61.75
1493AT-5292—	9 Irons (2, 3, 4 [illegible] 8, 9, Putter)	79 40

Chrome Autograph Woods and Irons

CHROME Autograph Woods

***CHROME* Autograph Woods**

The Tom McDonald AUTOGRAPH Woods with chrome plated shafts are tough and hard hitting, with many features of quality construction to improve your game. Registered and well matched, with select, seasoned persimmon heads. Special design metal sole plate and extra hard fibre insert on face for extra drive. Black and white ferrules and caps; black skived calfskin grip. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1443AT-1823—	Driver, Brassie, Spoon. Set of 3	$27.35
1444AT-1215—	Driver and Spoon Set of 2	18.25
1445AT-608 —	Brassie only	9.15
1494AT-608	No. 4 Wood only	9.15

CHROME Autograph Irons

***CHROME* Autograph Irons**

Chrome AUTOGRAPH Irons are made of fine, strong carbon steel, chrome plated, double flanged head built to put more power in the stroke each iron is designed for. Line scored face, black and white ferrules and caps; step-down tapered, chrome plated steel shaft. These fine irons are registered and well matched and have black skived calfskin grips. Good equipment for a good game. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1445AT-2126	[illegible] 7, 9, Putter	$31 90
1447AT-2977—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	44.65
1448AT-3827	8 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	57 40

Popular McDonald Woods and Irons—Improved

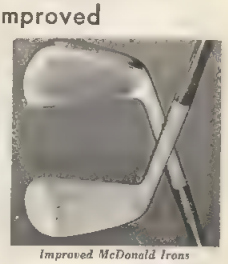
Improved McDonald Woods

The popular McDonald Woods are made with fine quality seasoned persimmon heads with straight line scoring and special hard fibre insert on face. Straight edged metal sole plate, chrome plated step-down tapered steel shaft. Good golf equipment will give you the assurance necessary for good games—and these fine clubs will give that confidence. Grips are black skived calfskin for a firmer grip. **Specify men's right or left hand or women's right hand.** **Sugg. Retail**

1449AT-1458—	Driver, Brassie, Spoon. Set of 3	$21.90
1450AT-972 —	Driver and Spoon. Set of 2	14.58
1451AT-488 —	Brassie only	7 30
1495AT-488 —	No. 4 Wood only	7.30

Improved McDonald Irons are now still better, with stroke improving new features. They have single flanged, carbon steel heads, chrome plated; step-down tapered, chrome plated steel shafts, black and white ferrules. Grips are black skived calfskin. Truly wonderful clubs for playing a championship game. **Specify men's right or left hand or women's right hand.** **Sugg. Retail**

1452AT-1620—	5 Irons (2, 5, 7, 9, Putter)	$24 90
1453AT-2268—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	34 00
1496AT-2916—	8 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	43 75

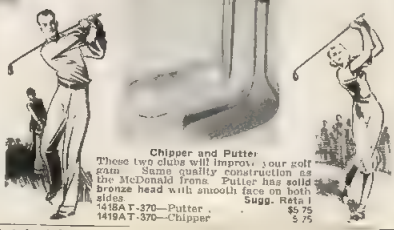


Improved McDonald Irons

PUTTER

Here is a new stroke-saver in the McDonald line. Solid hardwood head putter that is sure to improve your game. Steel shaft, metal sole plate and straight lined scoring on face.

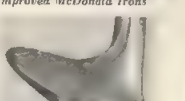
1510AT-350—Putter Retail $8.75



Chipper and Putter

These two clubs will improve your golf game. Same quality construction as the McDonald Irons. Putter has solid bronze head with smooth face on both sides.

	Sugg. Retail
1418AT-370—Putter	$5 75
1419AT-370—Chipper	5 75



Sand Iron

This sand wedge has a heavily weighted flange making it ideal for blasting from sand traps. Will save many strokes.

1422AT-370—Sand Iron

Sugg. Retail $5.75

Matched Sets of Quality Golf Clubs to Improve Your Game

McDonald Golf Clubs

DELUXE AUTOGRAPH WOODS

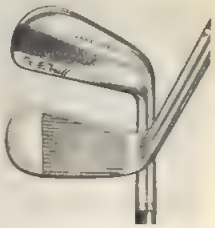
FEATURING

- Select, Seasoned Laminated Heads
- Step-down Tapered Chrome Plated Shafts
- Weighted Sole Plate

DELUXE AUTOGRAPH IRONS

FEATURING

- Stainless Steel Heads, Satin Finished
- Step-down Tapered Chrome Plated Shafts
- Skived Calfskin Grips



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		Sugg. Retail
1491AT-2940—	5 Irons (2, 5, 7, 9 Putter)	$44.10
1492AT-4116	Irons (2, 3, 5 [illegible] 8, 9, Putter)	61.75
1493AT-5292—	9 Irons (2, 3, 4 [illegible] 8, 9, Putter)	79 40

Chrome Autograph Woods and Irons

CHROME Autograph Woods

***CHROME* Autograph Woods**

The Tom McDonald AUTOGRAPH Woods with chrome plated shafts are tough and hard hitting, with many features of quality construction to improve your game. Registered and well matched, with select, seasoned persimmon heads. Special design metal sole plate and extra hard fibre insert on face for extra drive. Black and white ferrules and caps; black skived calfskin grip. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1443AT-1823—	Driver, Brassie, Spoon. Set of 3	$27.35
1444AT-1215—	Driver and Spoon Set of 2	18.25
1445AT-608 —	Brassie only	9.15
1494AT-608	No. 4 Wood only	9.15

CHROME Autograph Irons

***CHROME* Autograph Irons**

Chrome AUTOGRAPH Irons are made of fine, strong carbon steel, chrome plated, double flanged head built to put more power in the stroke each iron is designed for. Line scored face, black and white ferrules and caps; step-down tapered, chrome plated steel shaft. These fine irons are registered and well matched and have black skived calfskin grips. Good equipment for a good game. **Specify men's right or left hand or women's right hand.**

		Sugg. Retail
1445AT-2126	[illegible] 7, 9, Putter	$31 90
1447AT-2977—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	44.65
1448AT-3827	8 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	57 40

Popular McDonald Woods and Irons—Improved

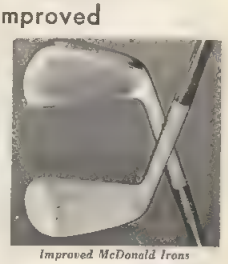
Improved McDonald Woods

The popular McDonald Woods are made with fine quality seasoned persimmon heads with straight line scoring and special hard fibre insert on face. Straight edged metal sole plate, chrome plated step-down tapered steel shaft. Good golf equipment will give you the assurance necessary for good games—and these fine clubs will give that confidence. Grips are black skived calfskin for a firmer grip. **Specify men's right or left hand or women's right hand.** **Sugg. Retail**

1449AT-1458—	Driver, Brassie, Spoon. Set of 3	$21.90
1450AT-972 —	Driver and Spoon. Set of 2	14.58
1451AT-488 —	Brassie only	7 30
1495AT-488 —	No. 4 Wood only	7.30

Improved McDonald Irons are now still better, with stroke improving new features. They have single flanged, carbon steel heads, chrome plated; step-down tapered, chrome plated steel shafts, black and white ferrules. Grips are black skived calfskin. Truly wonderful clubs for playing a championship game. **Specify men's right or left hand or women's right hand.** **Sugg. Retail**

1452AT-1620—	5 Irons (2, 5, 7, 9, Putter)	$24 90
1453AT-2268—	7 Irons (2, 3, 5, 6, 7, 9, Putter)	34 00
1496AT-2916—	8 Irons (2, 3, 4, 5, 6, 7, 8, 9, Putter)	43 75

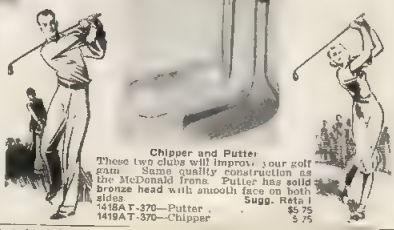


Improved McDonald Irons

PUTTER

Here is a new stroke-saver in the McDonald line. Solid hardwood head putter that is sure to improve your game. Steel shaft, metal sole plate and straight lined scoring on face.

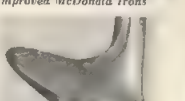
1510AT-350—Putter Retail $8.75



Chipper and Putter

These two clubs will improve your golf game. Same quality construction as the McDonald Irons. Putter has solid bronze head with smooth face on both sides.

	Sugg. Retail
1418AT-370—Putter	$5 75
1419AT-370—Chipper	5 75



Sand Iron

This sand wedge has a heavily weighted flange making it ideal for blasting from sand traps. Will save many strokes.

1422AT-370—Sand Iron

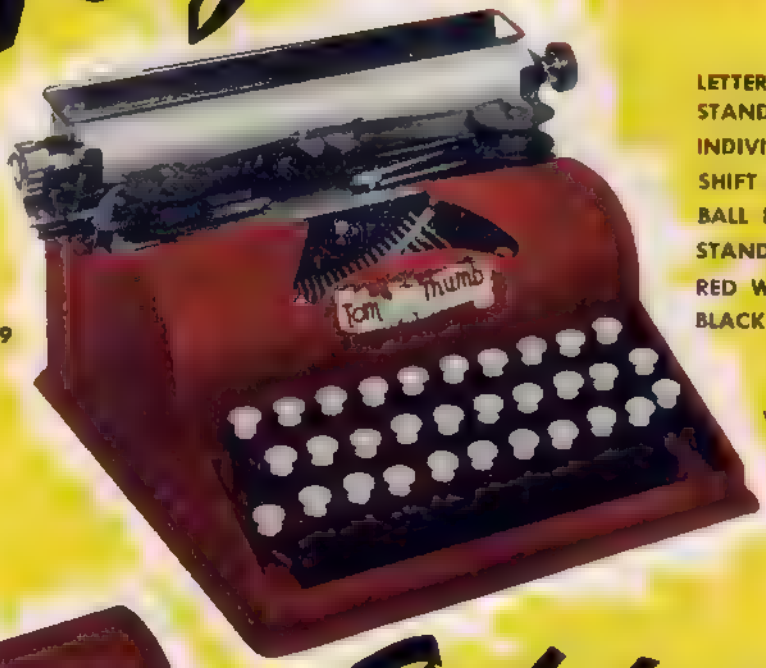
Sugg. Retail $5.75

Matched Sets of Quality Golf Clubs to Improve Your Game

Tom Thumb

Toy TYPEWRITER

LATEST SENSATION IN EDUCATIONAL TOYS



No. 449

LETTERS ARRANGED SAME AS STANDARD KEYBOARD . . .
INDIVIDUAL KEY OPERATION . . .
SHIFT KEYS . . .
BALL BEARING CARRIAGE . . .
STANDARD ½" RIBBON . .
RED WRINKLE FINISH . . .
BLACK WRINKLE TRIM . . .

Weight 9 lbs.

Add-Em

TOY ADDING MACHINE

A real adding machine for youngsters and grown-ups alike. It is practical and mechanically perfect. Adds up to 999. Has three columns of visible keyboard with easy touch control. Heavy gauge steel construction. Made to last a life-time. Finished attractively in baked-on enamel

Size: 8⅛" deep
5¼" wide
3" high

No. 249

Packed in ind vidual cartons. One dozen to master corrugated shipping container. Weight 25 lbs F. O. B. Jackson, Michigan.

WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

The Original Tom Thumb Cash Register

GREATEST VALUE IN TOYS

DE LUXE CASH REGISTER

- Chrome Plated
- Highly Polished
- Mirror Finish
- Smart Black
- Wrinkle Trim

No. 248

Patent Nos. 2458850, 2458863

More Than a Toy . . .
A Real Cash Register

Over 1,000,000 In Joyful Use

OUTSTANDING FEATURES

Unbreakable Plastic Window . . .
Electrically Welded Joints . .
Expertly built to last a lifetime by Technicians with Years of Production Experience
No Sharp Edges . . .
Protective Rubber Feet . . .
Metal Play Money . . .
Takes lowest freight rate due to heavy gauge steel construction

Size: 7¼ inches deep
6½ " wide
7¼ " high

Packed in individual cartons. One dozen to a master corrugated shipping container. Weight 46 lbs.
F.O.B. Jackson, Michigan

Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WESTERN STAMPING COMPANY
JACKSON, MICHIGAN

10 best sellers in one great package!

Bright with color, loaded with eye-catching sales punch, is TOOTSIETOY's sensational 1950 "Playtime" set. Ten realistic, true-scale models: "Convair" two-engine transport, Coast Guard PBY, Greyhound bus, Buick, Cadillac, dump truck, wrecker, jeep and two oil tankers. Rugged all-metal construction with exclusive TOOTSIETOY "Rol-Ezy" wheel assembly and rubber tires. No. 7000. Dowst Mfg. Co., 4537 Fulton St., Chicago 24.

★ ★ ★

AT THE TOY FAIR

SEE THE COMPLETE 1950 TOOTSIETOY LINE IN ROOM 421, FIFTH AVENUE BLDG., MARCH 6 THROUGH 17.

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

10 best sellers in one great package!

Bright with color, loaded with eye-catching sales punch, is TOOTSIETOY's sensational 1950 "Playtime" set. Ten realistic, true-scale models: "Convair" two-engine transport, Coast Guard PBY, Greyhound bus, Buick, Cadillac, dump truck, wrecker, jeep and two oil tankers. Rugged all-metal construction with exclusive TOOTSIETOY "Rol-Ezy" wheel assembly and rubber tires. No. 7000. Dowst Mfg. Co., 4537 Fulton St., Chicago 24.

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AT THE TOY FAIR

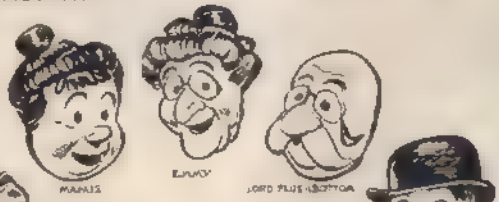
SEE THE COMPLETE 1950 TOOTSIETOY LINE IN ROOM 421, FIFTH AVENUE BLDG., MARCH 6 THROUGH 17.

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

MOON MULLINS and his PALS



Another Topstone Exclusive!

We have the exclusive license to produce full-face MOLDED RUBBER MASKS of Frank Willard's popular nationally-known comic-strip characters.

Made of soft latex rubber so finely modelled they show every facial detail and move with the face, producing an amazingly life-like effect.

Sculptured by Keith Ward.

WONDERFUL FUN FOR EVERYONE!

TOPSTONE RUBBER TOYS CO., INC.
77 SOUTH STREET, BETHEL, CONNECTICUT

Topstone

PRESENTS FOR 1950 A NEW LINE OF SPECTACULAR MOLDED RUBBER MASKS

Created and designed by Keith Ward

These full face masks made of soft latex rubber move with the face producing a life-like appearance

Compare before you buy. Notice the quality of latex the sharply modelled features, the generous full size the large selection of grotesque terrifying characters for all occasions

A year round seller featured by leading merchants from coast to coast

TOPSTONE RUBBER TOYS CO., INC.
77 SOUTH ST. BETHEL, CONNECTICUT

And here's a brand new line especially designed for kindergartners and other small fry for hours of fun at parties and play time

Have Santa Claus WORK FOR YOU IN SUMMER BY SELLING Topstone's New LIFE-LIKE MOLDED LATEX SANTA CLAUS MASKS

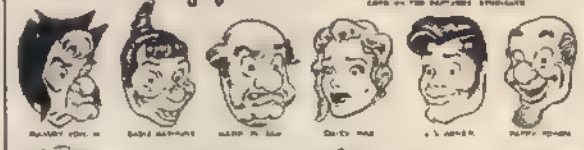
Designed by Keith Ward

The De Luxe Mask
has luxuriant flowing full beard and hair covers the face and head yet can be worn comfortably for hours. The most amazingly life-like Santa Claus Mask on the market.
Individually packed in attractive Christmas box with cellophane window - 6 to carton

The Standard Mask
is an all latex molded mask that answers the trades requirements for a medium priced mask that *really* looks like Santa Claus
Packed 4 Dozen to carton

TOPSTONE RUBBER TOYS CO., INC.
77 South Street, Bethel, Connecticut

Ce Capp's DOG PATCH CHARACTERS!



Topstone does it again!

ANOTHER KEITH WARD SENSATION

Your favorite movie, radio, television and comic strip characters brought to life

We have the exclusive license to produce full face molded rubber masks of these popular, nationally known characters

Made of soft latex rubber so finely modelled they show every facial detail, move with the face, producing life-like appearance

A MUST FOR YOUNG AND OLD

TOPSTONE RUBBER TOYS CO., INC.
77 SOUTH STREET BETHEL, CONNECTICUT

Exclusive! *Sensational!*

EDGAR BERGEN'S FAMILY!

TAYLOR & WAYHOUSE
[illegible] Avenue
New York 18, N. Y.

INVINCIBLE SALES CORPORATION
2303 West 8th Street
Los Angeles 6, Calif.

J. GROSSMANN & SONS
N.E. Corner 59th and Beaumont Ave.
Philadelphia, Pa.

JACK SHAPIRO
208 N. Wells St.
Chicago, Ill.

JOSEPH J. FRANKL
54 Drake Court
Omaha, Nebr.

SOUTHERN MERCURY CO.
Santa Fe Building
Unit 2
Dallas, Texas

THERE'S NO TRICK SELLING THE JURO CELEBRITY DOLL LINE

COMING SOON!
BOBBY BENSON
and
ROLLER DERBY DOLLS

BONOMO'S Famous

MAGIC CLOWN

An exact replica of Bonomo's pop-up Magic Clown seen on NBC TV 24" Tall, gaily dressed in multi colored fluorescent satin. Net collar, trimmed blue felt hat and felt shoes. Cotton stuffed body, plastic face with Magic Clown's colorful make-up. Individually boxed with booklet "How to Be a Magician"

Retails at **$5.98**

Arms and legs move by pulling strings in back of the doll.

JERRY MAHONEY

Paul Winchell's famous ventriloquist dummy duplicated in a 24" Juro Personality Doll. Already proven the hottest promotion in many a season. Movable mouth and head, individually boxed with booklet "How To Be A Ventriloquist"

Retails at $5.98

Hand Puppet, attractively boxed. Retails at $1.98

It's the BEULAH DOLL

Just like C.B.S.'s lovable Beulah. Beulah's selling dress, [illegible] trimmed white organdy apron.

Retails at

MAGGI McNELLIS

18" Pretty doll with wig. Clothes still the best dressed Maggi McNellis.

IN CHICAGO
LUCKY STUDIO
206 N. WELLS ST.

JURO NOVELTY COMPANY
16 EAST 18th STREET
New York 11, N. Y.

Others . . . covered in Plush or Washable Plastics

(M) [illegible] Plush Elephant Girl [illegible] Pink or blue [illegible] 48 T 1[illegible] [illegible] Wt. [illegible] Shp. wt. 2 89

48 T 1536 Adv., [illegible] Wt. [illegible] oz. 1 89

(N) Plush Kanga Baby with [illegible] Comical standing flirting eyes. Pastel body. Chest. 48 T 1[illegible] Adv., [illegible] Wt. [illegible] Shp. wt. 2 89

48 T 1504 Adv., [illegible] Wt. 1 lb. 2 oz. 1 89

(P) Washable Glossy Cloth [illegible] Washable plastic [illegible] 48 T 1[illegible]84—Adv. [illegible] Wt. 1 lb. 4 oz. 1 79

(R) Washable Cloth Walking Rabbit [illegible] Pastel body. Pink [illegible] 48 T 1505 [illegible] Shp. wt. 1 85

(T) Teddy Bear Children's favorite [illegible] and [illegible] Shp. [illegible] 48 [illegible] Adv. 11 in. tall. Wt. [illegible] oz. 1 89

48 T 1503 Adv. 14 in. tall. Wt. 1 lb. 2 oz. 2 89

(U) Washable Lamb Pink and white washable [illegible] 48 T 1[illegible] Adv. [illegible] Wt. [illegible] oz. 1 79

(V) Washable Plastic Kitty [illegible] Gray [illegible] 48 T 1[illegible] Adv. [illegible] Shp. wt. 1 lb. 1 79

(W) Washable Plastic Walking [illegible] 48 . 1455 Adv. [illegible] Shp. wt. [illegible] 1 79

(X) Washable Elephant Appealing [illegible] 48 T 49[illegible] Adv. [illegible] Shp. wt. 85¢

(Y) Washable Terra Pup [illegible] 48 T 1427 Adv. [illegible] Shp. wt. 10 oz. 85¢

(Z) Washable Puppy [illegible] 48 T 1425 Adv. [illegible] Shp. wt. 1 lb. 2 oz. 85¢

(AA) Washable [illegible] The cheery, colorful [illegible] 4[illegible] Adv. [illegible] Shp. wt. [illegible] 2 79

(BB) Plush Pony [illegible] Plush [illegible] 4[illegible] Adv. [illegible] Shp. wt. [illegible] 8 65

Washable Toys in this group may be [illegible]

"Sunruco" Washable Rubber Toys

A

B

C

D

E

F

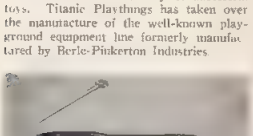
G

TITANIC PLASTIC WADING POOLS DISPLAYED BY STRAUSS & RICHSTONE

Strauss & Richstone, Inc., announce that they have been appointed sales representatives by Titanic Playthings and are now taking orders for Spring delivery for the new Titanic plastic wading pools. Visiting buyers will find this new line on display at the conveniently located Strauss & Richstone showroom, Room 409, 200 Fifth Avenue, New York 10.

Titanic wading pools are modernly designed and durably constructed. They have sturdy durable frames and a shower attachment which is sure to appeal to youngsters and their parents.

Titanic Playthings, while a new name, is really not a newcomer to the toy business. It is a division of Pressed Wheel, Inc., Oxford, Mass., who for a number of years has manufactured a variety of successful toys. Titanic Playthings has taken over the manufacture of the well-known playground equipment line formerly manufactured by Berle-Pinkerton Industries.



ATTACHABLE SLED RUNNERS FOR CONVERTING VEHICLES

Domestic & Import Sales Co., 1215 West 11th Ave., Unit 2, Amarillo, Texas, announces a new item that can convert wagons, autos, scooters and baby carriages into sleds and toboggans in a matter of minutes. These attachable steel sled runners are machined to fit all ½" axles and are fitted with a set of ⅜" bushings that assures their adaptability to all axle sizes. The firm points out that the runners are safety tested, rugged, and built of reinforced steel with machine bushing secured between runner brackets, enabling the sled to support more than 300 lbs.

The runners are 15" long 2½" high and 1½" wide. The suggested retail price is $3.69 to $3.89 per set of four runners. Each set is individually packed in corrugated card-board container with a colorful eye-catching label.

BIG TOY STORE TO OPEN IN PEORIA

A new store to be know as Toy Town Maximus will soon be opened on Fulton St. in Peoria, Ill., by H. Thomas Morgan. In addition to this toy store, Mr. Morgan recently formed a corporation to operate a group of new type department stores. Toy Town Maximus will be located in a two-story and basement building which is now being remodeled. The entire 11,000 square feet of the building will be devoted to toys, and Mr. Morgan believes that it will be one of the largest exclusive toy operations under one roof.

Report Toy Production Gains in California

50% increase over 1949 in Southern California production of nationally distributed toys has just been indicated by the 37 member manufacturers of the California Toy Group, according to Sidney D. Ungar, chairman of the Group and president of Ungar Electric Tool Co., Inc. The estimated total value of the production will amount to $30,586,000 in retail sales this year, compared with $18,100,000 for 1949, members reported in response to questionnaires given them at a recent meeting of the toy manufacturers' group.

Of particular significance, Ungar said, is the fact that the percentage of sales east of the Rocky Mountains will amount to 64% this year as compared with 57% for last year, indicating that California-made toys and playthings are steadily finding increased popularity in the heavily populated Eastern section of the country broadening out the national market for California products.

Asked if they anticipated any shortages of materials in the coming year, eighty per cent of the manufacturers expressed the opinion that they did, while twenty per cent declared that they did not expect to face any lack of supplies. Eighty per cent also said they expected 1950 to see an increase in volume of production and business, ten per cent felt that the coming year will see a decrease in business, and the other ten per cent said they expected business to remain at the present level. Will prices for toys go up? Yes, said ten manufacturers, while five felt it would be possible to maintain prices as they are at present. Four felt that prices would have to be increased materially, three said the increases in prices would be small, and three others were of the opinion that the increases would be "medium."

Manufacturers represented all types of toys. These include: dolls, plastic toys, molds and plastic clay, white-boards, color sets, copper craft, puppets, walking dolls, holster sets, shell craft, skin horses, play aprons, balloons, masks, doll furniture, cooking sets, gym sets, wood toys, guns, plastic construction sets, miniature trucks, woodburning sets, tricycles, metal games, model sets, soft body dolls, games, and Hopalong Cassidy hats and ropes.

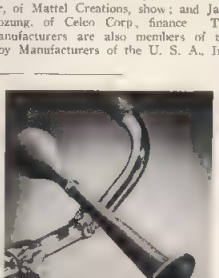
Manufacturers belonging to the California Toy Group are: Artisan Novelty Co., Inc., La Verne; George S. Bailey Co., Los Angeles; California Moulders, Inc., Los Angeles; Cal-Toy Corp., Santa Monica; Dolls with Personality, Los Angeles; Dolls of Hollywood, Inc., Hollywood; Educational Molds Co., Los Angeles; Ferguson and Dorsch, Los Angeles; Fleischaker Novelty Co., Venice; Forsum Mfg. Co., Los Angeles; Hollywood Sheepwear Co., Hollywood; Hollywood Shell & Toy Co., Hollywood; Hollywood Toy Studios, La Crescenta; Knickerbocker Plastic Co., Inc., Glendale; Joni of Hollywood, Hollywood; The Ladd Co., Culver City; Lee Tex Products Corp., Los Angeles; Leon Mfg. Co., North Hollywood; Master Builder Toy, Inc., Santa Monica; Mattel Creations, Culver City; Modern Doll Co., Los Angeles; Monica Dolls, Los Angeles; Oakman Toy Co., North Hollywood; Play Yard Equipment Co., Los Angeles; Prod Products Co., Los Angeles; Revell Toys, Los Angeles; Scandia Crafts, Glendale; George Schmidt Mfg. Co., Los Angeles; Smith-Miller, Inc., Santa Monica; Sunland Dolls, Los Angeles; Trudie Toys, Los Angeles; Ungar Electric Tool Co., Inc., Los Angeles; Warrior Products Co. of California, Los Angeles; Western Arc Welding, Inc., Los Angeles; Western Doll Co., Los Angeles; Wheel Craft, Inc., Azusa, and Zondine Game Co., Los Angeles.

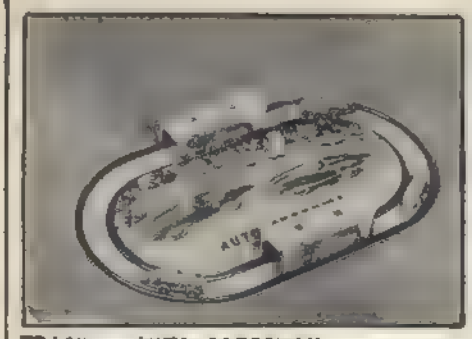
Chairmen of various committees of the California Toy Group are: Sidney D. Ungar, general chairman; Walter Carlson, of Scandia Crafts, membership; Ruth Handler, of Mattel Creations, show; and Jack Bozung, of Celeo Corp., finance. Ten manufacturers are also members of the Toy Manufacturers of the U. S. A., Inc.

NEW BIKE HORN SOUNDS LIKE FRENCH TAXI

"Blowing your own horn pleases more ears when your bike is equipped with this bulb-type musical horn molded of colorful Tenite plastic," says the management of Melodee Division of Waljohn Plastics Co. Inc., 439 88th St., Brooklyn 9, manufacturers of the Melodee bike horn.

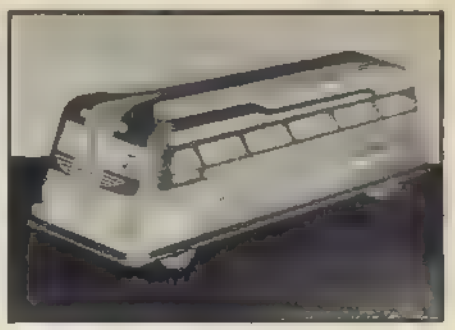
Operated by squeezing and then releasing the rubber bulb, the horn is tuned in the key of E and sounds two distinct notes, with cheerful tonal quality reminiscent of French taxi horns. For mounting equipment, the manufacturer provides an adjustable metal swivel clamp. Upper end of clamp grips the small plastic knob projecting from the horn. Lower end fits readily over handle bars or similar surface. The tough plastic is corrision proof and highly resistant to breakage. Bike horns are made in Tenite green, blue, red, white, ivory, and silver metallic pearl. The suggested retail price is 98c.



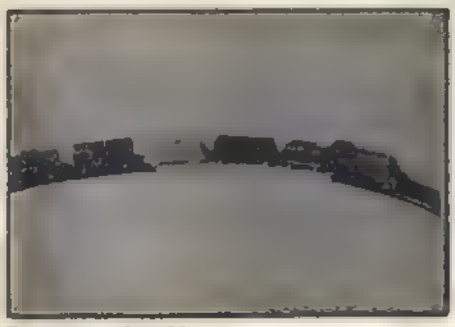


TP184 - AUTO SPEEDWAY
#200. First car races around speedway, and when it reaches garage, device automatically releases second car which then travels around track. Made of lithographed metal with clock like wind-up motors.
TO RETAIL AT $1.95

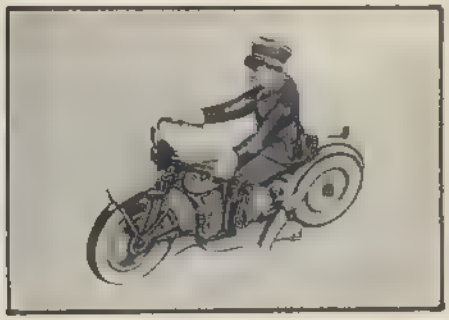
TP190 - JET ROLLER COASTER
#28. New version of over-and-under action. Roller car moves down upper incline, drops to lower track and speeds forward to end. Then it reverses its direction and glides back to the other end, where it is elevated for another trip.
TO RETAIL AT $1.45



TP193 - SPEEDWAY BUS
#26A. Has mystery motor. Pressure on back of top sends bus on long ride. No batteries or winding necessary. Made of metal with details brightly lithographed. Individually boxed
TO RETAIL AT 98¢

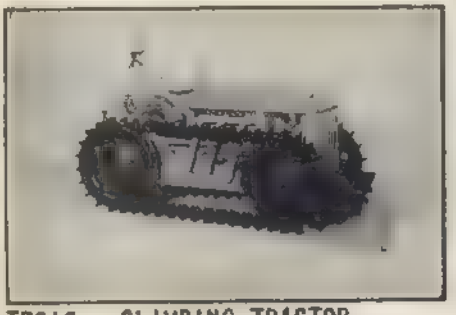


TP196 - CHIEF
#6400. This plastic freight train set consists of engine with spring motor, five cars, and ten sections of banked track. Comes in assorted colors. 91 inches long.
TO RETAIL AT $1.89



TP212 - MOTORCYCLE COP
#216. At intervals the motorcycle tips over on its side, then rights itself and continues its ride. Made of strong, lithographed metal and powered by sturdy, long running motor. 8½ inches long, 2-3/4 inches wide, 6 inches high.
TO RETAIL AT $1.49

TP215 - CAPTAIN MARVEL RACER
#75. Four midget racers with powerful clock like wind-up motors. 3/4 inch rubber disk wheels for steering. Box is made to simulate race track with platform inserted at an angle. Set contains four keys. Cars are 4 inches long.
TO RETAIL AT $1.35



TP216 - CLIMBING TRACTOR
#901. Equipped with sure-grip rubber treads, road scraper, hook at rear, and driver in seat. Powered by heavy duty, clock spring motor.
TO RETAIL AT $1.59

TP230 - MECHANICAL DRUM MAJOR
#27A. Each beat is heard clearly as drum major plays marching rhythms. Made of colorfully lithographed metal. Strong motor gives long, continuous action. 13 inches high. Individually boxed.
TO RETAIL AT $1.98

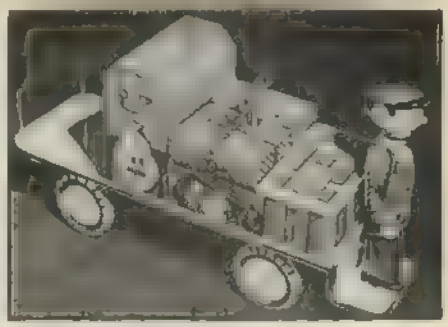
TP235 -AUTOMATIC 2 DOOR GARAGE
#3230. When roadster or station wagon hits door it opens automatically by means of overhead spring. Garage and cars are made of lithographed steel Cars are powered by strong, spring motors.
TO RETAIL AT $1.98

TP250 - DRUMMER BOY JIGGER
#884. All metal drummer beats drum when wound. Colorfully lithographed with appropriate details.

TO RETAIL AT 69¢

TP258 - DONALD DUCK JIGGERS
#361. All metal with wind-up motor. Their dancing amuses youngsters.

TO RETAIL AT $1.79



TP261 - FINNEGAN
#888. Lithographed in bright colors with simulated baggage on truck. Has very powerful spring motor with attached key Travels with eccentric action. 12" x 6½" x 4".

TO RETAIL AT $2.49

TP262 - RODEO ROUNDUP
#850. Five note musical toy with figures of six cowboys. When wound, toy revolves for approximately one minute. Brightly lithographed. 11½ inches in diameter, 4½ inches high.

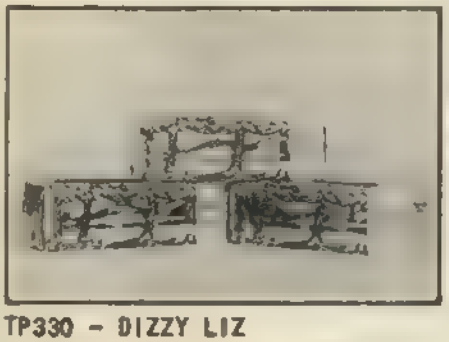
TO RETAIL AT $2.49

TP280 - MERRY-GO-ROUND
#31. Toy revolves and music plays when the lever in the base is pressed. No winding necessary. Riders, flags and airplanes decorate merry-go-round. 12-3/8 inches high.

TO RETAIL AT $3.89

TP328 - ROLLOVER PLANE
#186. When wound, plane moves forward, and stops at intervals to completely roll over. Powered by strong motor. Wing spread 6-1/8 inches, 5 inches long, 3-3/8 inches high.

TO RETAIL AT 98¢



TP330 - DIZZY LIZ
#180. The dizziest, liveliest baby alligator. It opens its jaws and spins around. Powered by strong clock spring and made of metal.

TO RETAIL AT 35¢

TP334 - DELIVERALL
#1000. Runs straightaway. Has large fixed wheels of rubber, and clear plastic wind shield. Powered by spring motor that is stronger than average motors. Trimmed with bright colors.

TO RETAIL AT $1.49

TP336 - ELGIN STREET SWEEPER
#1100. This accurately scaled model is finished in beautiful colors. Start-stop latch lever controls easy-to-wind clock spring motor. When toy moves, both main and side brooms rotate and rear wheel steers. Wheels are made of rubber.

TO RETAIL AT $2.98

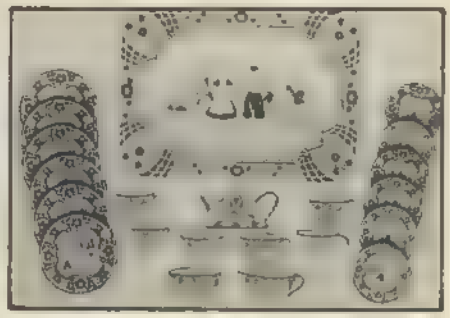
TE61 - STEMWARE SET #SW100
Consists of water pitcher, 4 cocktail glasses, 4 tumblers, and large serving tray. Design in transparent plastic.
TO RETAIL AT 98¢

TE77 - BAKE A CAKE SET #2628
Contains egg beater, pastry board, rolling pin, 4 measuring spoons, cake serving plate and metal sugar cannister. Also glass mixing bowl.
TO RETAIL AT 98¢

TE78 - BAKE 'N ROAST SET #563T
11 pc. includes oval roaster, tube cake pan, muffin pan, fluted mold, bird mold, scoop, measuring cup, cookie sheet, 2 cookie cutters. All in bright aluminum.
TO RETAIL AT $1.45

TE93 - WAFFLE IRON SET #201
Non-electric with imitation cord and plug. Hinged top. Plastic mixing bowl and pitcher. Individually boxed.
TO RETAIL AT $1.59

TE95 - TOASTER SETS #200
Non-electric, nickel plated replica of two-slice, pop-up toaster with spring action bread holder. Brown enamel tray. 4 matching glass relish dishes. About half the size of regular set, 13-1/8 x 7-3/4 x 3½" overall.
TO RETAIL AT $1.49



TE103 - TEA SETS #258
22 pc. including tray 9-1/8 x 13", 6 each cups, saucers and plates, sugar bowl, creamer and tea pot. Enameled and trimmed with delft-blue design Individually boxed.
TO RETAIL AT $1.75

TE106 - SIERRA TEA SET #0-740
16 pc. consists of 4 cups, saucers, 5¼" plates, 1 sugar and creamer, 1 tea pot and cover. Comes in assorted colors and packed in treasure chest box.
TO RETAIL AT $1.65

TE113 - COFFEE POT SET #573T
30 pc. in bright aluminum. Consists of percolator and lid 4 each of cups, saucers, napkins, plates, knives, forks, spoons. Napkins are paper.
TO RETAIL AT $1.45

TE121 -COOK AND BAKE SET #574T
16 pc. in bright aluminum. Includes whistling tea kettle, double boiler, pie plate, mixing bowl, cookie sheet, fluted mold, muffin pan, bird mold, scoop, measuring cup, and 4 cookie cutters.
TO RETAIL AT $1.95

TD475 - CAST RITE SETS #4607
Combination electric and gas metal casting set. Includes 3 figure molds, 2 mold handles, electric stove, ladle vise, 2 jars of paint, brush, candle, and 12 bars of anti-monial metal.

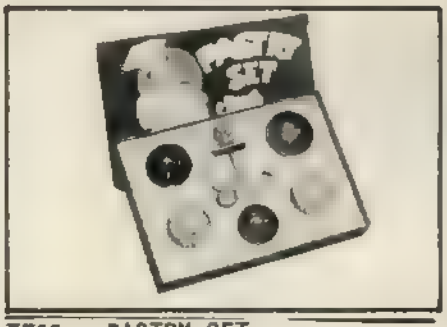
TO RETAIL AT $2.50

TE7 - PASTRY SET #2202
With meat grinder that really grinds, and plastic apron. 4 metal utensils, 2 cookie cutters, egg beater, rolling pin, 1" kneading board and pegs, big masher, thermometer, mixing bowl.

TO RETAIL AT $1.89

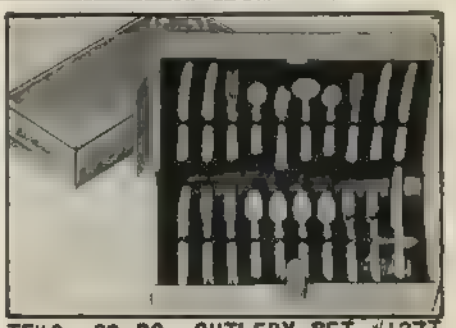
TE20 - BAKE A CAKE PASTRY SET
#263. With workable egg beater plastic mixing bowl, wooden pastry board, rolling pin, 2 cookie cutter, 4 different sized measuring spoons. Cake plate and canisters are lithographed in blue and white Dutch design.

TO RETAIL AT $1.59



TE30 - PASTRY SET
#5902 Contains 3 colored plastic bowls, frying pan, grater, a plastic spoon and 2 metal pans.

TO RETAIL AT 49¢

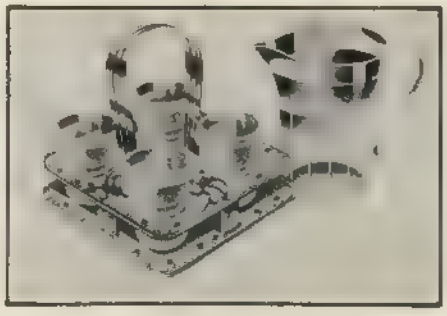


TE46- 20 PC. CUTLERY SET #137T
Bright aluminum; consists of sugar spoon, butter knife and eight each of knives, forks, and spoons. Comes in chest type box.

TO RETAIL AT 49¢

TE52 - MALTED MILK MIXER
#MA200. Plastic shell with spring-wound motor. Separate mixing plastic glass. Mixer operates when mixing glass is put in place.

TO RETAIL AT $1.98



TE55 - LEMONADE SET #207
Play size replica of household water or lemonade set. Consists of 4½x4x5½ inches carrying tray, four 1½ oz. tumblers and pitcher.

TO RETAIL AT 95¢

TE58 - COOKING SET #131
9 pc. set consists of plastic bowl, fry pan, sauce pan, cake pan, egg beater, mixing spoon, spatula, 2 teaspoons. Comes in gift box.

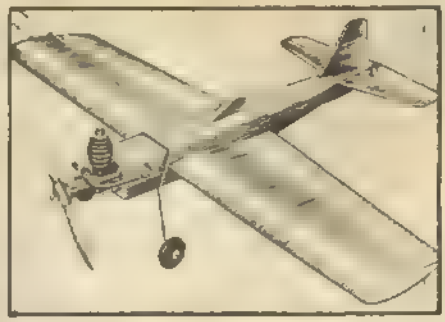
TO RETAIL AT 95¢

TM712 - STINSON VOYAGER PLANE
Die-cut balsa flyer. Pre-cut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢

TM713 - SPORTSTER PLANE
Die-cut balsa flyer. Pre-cut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢



TM725 - TRIXTER BABE PLANE
A control line stunt model that can be flown in or outdoors. Wing span 20 inches. Wing area 100 sq. in. 15 in. long. Weight about 2½ oz. Ready to fly. Designed for the K & B Infant, O.K. Cub and Baby Spitfire motors.

TO RETAIL AT 98¢

TM726 - TRIXTER PIXY
A prefabricated free flight gas model. Wing area 100 sq. in. 17¾ inches long. Weight about 2 oz. Ready to fly. Designed for the Infant, the O. K. Cub & the Spitfire motors

TO RETAIL AT 98¢

TM730 - PROPELLER 5½" - 3P
For U-Control flying with the Torp Jr. Made of "Beech" wood

TO RETAIL AT 25¢

TM732 - PROPELLER 6" - 3P
For U-Control flying with Infant and free flight with Torp Jr. Made of "Beech" wood.

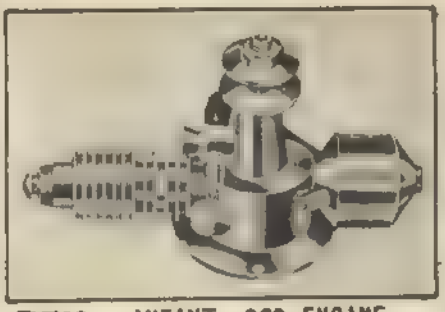
TO RETAIL AT 25¢

TM734-INFANT THIMBLE GLOW FUEL
Adaptable to .02 to .29 displacement engines. Assures stable, smooth, trouble free operation. Chemically treated to prevent aldehyde oxidization or other aging deterioration. 8 oz. can.

TO RETAIL AT 45¢

TM736 -BLUE BLAZER RACING FUEL
#1 glow. For use with medium and low compression engines. Easy starting, snappy broad range fuel. Extra protection for sport and stunt operation. Chemically treated to resist curdling, souring, oxidizing, and sludge forming. 1 pint.

TO RETAIL AT 60¢



TM738 - INFANT .020 ENGINE
Designed for slower flying. This engine weighs 1 ounce (bare weight) 2 cycle rotary valve.

TO RETAIL AT $4.95

TM740-TORP JR. .035 ENGINE
2 cycle rotary valve engine. This engine weighs 1-1/16 oz. and will turn up to 15,000 RPM with a standard brand 5-inch diameter propeller. Same size mounting ring as .020 Infant.

TO RETAIL AT $4.95

TM431 - TOOL CHEST
#210. 14 pieces. Real working young carpenters quality tool set.

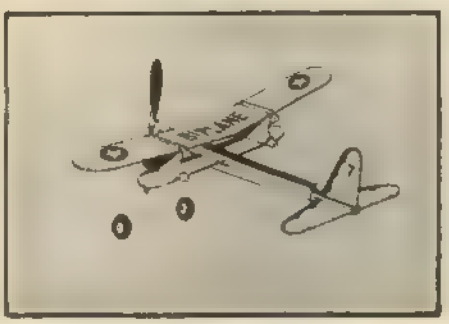
TO RETAIL AT $2.89

TM448 - TOOL CHEST
#410. 18 pieces. High quality tools for every junior carpenter.

TO RETAIL AT $3.79

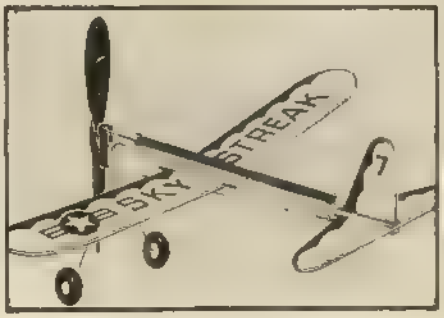
TM460 - TOOL CHEST
#710. Excellent variety of 26 tools for the young craftsman. Box is 18x6x6 inches.

TO RETAIL AT $4.89



TM701 - SKY STREAK BIPLANE
12-inch wing span. Contest rubber and plastic propeller.

TO RETAIL AT 25¢

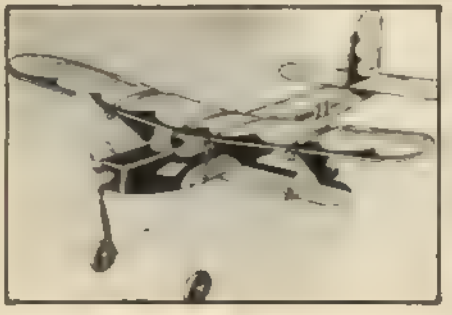


TM702 - SKY STREAK MONOPLANE
12-inch cambered wing. Wing and tail surfaces colorfully printed. Contest rubber included.

TO RETAIL AT 25¢

TM708 - BRITISH SE-5 PLANE
Die-cut balsa flyer. Precut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢



TM709 - BIPLANE RACER
Die-cut balsa flyer. Pre-cut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢

TM710 - WAKEFIELD, JR. PLANE
Die-cut balsa flyer. Pre-cut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢

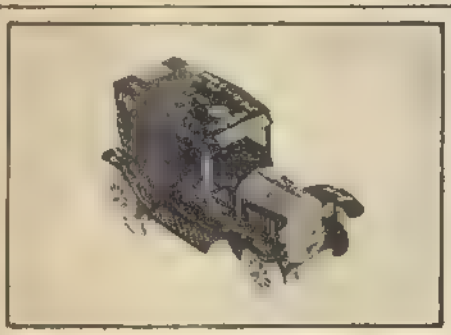
TM711 - CESSNA 140 PLANE
Die-cut Balsa flyer. Pre-cut parts ready for assembling. Plastic propeller with rubber motor. Complete assembly and flying data.

TO RETAIL AT 25¢

TP40 - TRICKY MOTORCYCLE
#50. Travels along flat surface and turns back when it reaches the edge. Turns and travels in different directions repeatedly. Travels around objects placed in its path. Performs many other amusing tricks. Complete with traffic cop in seat
TO RETAIL AT 79¢

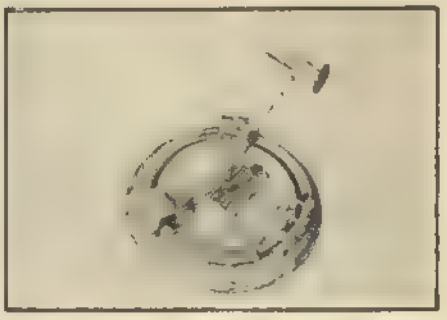
TP41 - WEE SCOTTIE
#15. Mechanical. Moving legs powered by strong spring motor Has soft rubber ears and tail with Scottie colors and blanket lithographed on body. 5½" x 3-3/4".
TO RETAIL AT 95¢

TP44 - MECHANICAL JEEPSTER
#2344. Authentic reproduction of famous Willys jeepster, powered by enclosed spiral spring motor. With rubber wheels and spare tire. 8-1/8" x 3¼" x 3".
TO RETAIL AT 98¢



TP45 - MECHANICAL JALOPY
#942. Made of lithographed steel and powered by long running spring motor. Eccentric action on rear axle and adjustable front wheels.
TO RETAIL AT 98¢

TP46-HOP-A-LONG CASSIDY RIDER
#960. Hop-A-Long Cassidy rides his spirited horse on a mechanical rocking base, which actually simulates a galloping horse. Colorfully lithographed steel with long running motor. 10-1/8 inches high.
TO RETAIL AT 98¢



TP47 - HONEYMOON FLYERS
#159. Made of lithographed steel, designed and colored to imitate variety of landscapes. Streamlined train speeds over bridge and through 2 tunnels. Miniature airplane travels around overhead by means of a wire support. Clockspring motor
TO RETAIL AT 98¢

TP48 - CINDERELLA AND PRINCE
#7000 Beautifully decorated couple waltzes around and forward. Powered by long running spring motor that starts only when toy is placed on table. 5 inches tall. Made of plastic.
TO RETAIL AT 98¢

TP49-MECHANICAL SINGING BIRD
#660. Beautifully decorated bird that sings, dances and wags its tail. Permanently attached key. 5 inches long, 5½ inches high.
TO RETAIL AT 98¢

TP51 - MILK WAGON WITH HORSE
#425. Similar to real milk wagons. Complete with balloon type wheels and lithographed design in detail. Spirited horse is attached to wagon by sturdy wire shafts. Powered by strong spiral spring motor. 10-3/4" x 3-3/4" x 4¼".
TO RETAIL AT 98¢

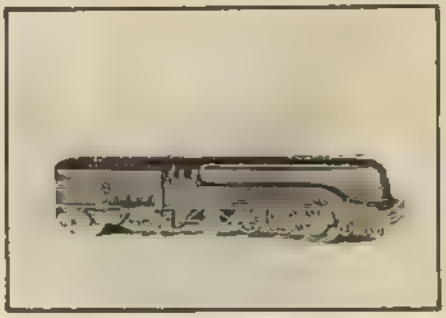
TP7 - SUSIE DUCKLING
#807. Made of colorful plastic with metal bottom. Strong friction motor propels toy backward and forward without winding. Mouth of duck opens and closes 4½" x 4" x 2-5/8". Individually boxed.
TO RETAIL AT 59¢

TP8 - CARMEN DANCER
#613. Made of brightly colored plastic. Doll gaily dances around when wound with attached key. 6¼ inches tall.
TO RETAIL AT 59¢

TP9 - JUDY THE WALKING BABY
#612. Made of brightly colored plastic. Doll walks when wound with attached key. 6-3/4 inches tall.
TO RETAIL AT 69¢

TP12 - TRICKY TAXI
#30. Will not run off edge of any flat surface. Performs a number of amusing tricks. Has strong, long running clock spring. Metal lithographed in bright colors. 4½" x 1-3/8" x 1-3/8".
TO RETAIL AT 69¢

TP25 - B. O. PLENTY
#194IM . When wound he walks, with his hat jostling back and forth. All metal. 8½ inches tall.
TO RETAIL AT 79¢



TP30 - LOCOMOTIVE AND TENDER
#68F. Mechanical. Has long running spiral spring motor. Made of lithographed steel beautifully designed with appropriate details.
TO RETAIL AT 59¢

TP36 - COP-CYCLE
#6357. Made of sturdy plastic trimmed with three color design. Has friction motor and siren. 4½" x 5¼" x 3¼".
TO RETAIL AT 95¢

TP38 - ROUNDUP TEX
#607. Cowboy stands on base holding lariat. As he dances, lariat twirls. Made of sturdy plastic with three color design. 10 inches tall.
TO RETAIL AT 98¢

TP39 - PLASTIC CRAWLING BEAR
#622. Crawls realistically when wound. 6 inches long with brown toned head, tail, and paws. Wears cloth outfit.
TO RETAIL AT 98¢

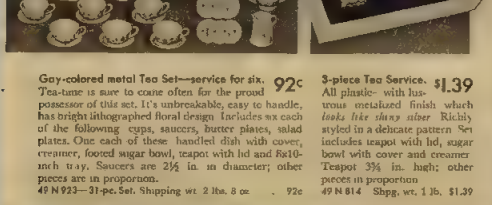
For the Little Hostess

Sets to help with entertaining

PLASTIC DINNER SETS—complete as mother's own. The life of the party depends, to large extent, on the table setting. Full-course dinners are no problem with these sets . . . they include covered vegetable dishes and gravy boats with ladles. Like plastic sets at right, but more complete. $2.92 29-pc.

29-pc. Set. Service for Three. 3 cups, 3 saucers, 3 plates; 1 platter; 3 forks, 3 knives, 3 spoons, creamer, sugar bowl; teapot with cover; oval vegetable dish with cover; footed gravy boat with ladle; salt and pepper shakers; paper napkins
49 N 809—29-pc. Set plus 12 paper napkins. Shipping weight 2 pounds. $2.92

47-pc. Set. Service for Six. 6 cups, 6 saucers, 6 plates; 1 platter; 6 forks, 6 knives, 6 spoons; creamer, sugar bowl; teapot with cover; oval vegetable dish with cover; footed gravy boat with ladle; salt and pepper shakers; paper napkins
49 N 810—47-pc. Set plus 24 paper napkins. Shipping weight 2 lbs. 8 oz. $3.92



Gay-colored metal Tea Set—service for six. Tea-time is sure to come often for the proud possessor of this set. It's unbreakable, easy to handle, has bright lithographed floral design. Includes six each of the following cups, saucers, butter plates, salt plates. Other each of these: handled dish with cover, creamer, footed sugar bowl, teapot with lid and 8x10-inch tray. Saucers are 2½ in. in diameter; other pieces are in proportion. 92c
49 N 923—31-pc. Set. Shipping wt. 2 lbs. 8 oz. . . 92c

3-piece Tea Service. All plastic with lustrous metalized finish which *looks like shiny silver.* Richly styled in a delicate pattern. Set includes teapot with lid, sugar bowl with cover and creamer. Teapot 3¾ in. high; other pieces in proportion. $1.39
49 N 814 Shpg. wt. 1 lb. $1.39

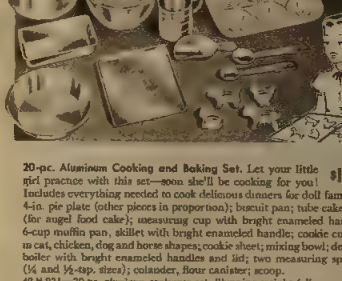
REAL CHINA—Blue Willow pattern. Your child will cherish this set because it's *real china, imported from ostwind Japan.* Includes 6 cups, 6 saucers, 6 plates; platter; teapot with lid; sugar bowl with cover, creamer, footed gravy boat; casserole with cover. Saucer 3¾ in. in diameter, other pieces in proportion. $2.49
49 N 817—27-pc. Set. Shpg wt. 5 lbs. . . . $2.49

Chestful of "Silverware". All-plastic, metalized finish looks like lustrous silver. Set includes 4 knives, 4 forks, 4 spoons; salt and pepper shakers, pie server, butter knife. In handsome 8½x6-in. plastic chest that stores pieces neatly. Knife 5 in long, other pieces in proportion. $1.39
49 N 815—Shpg. wt. 1 lb. 2 oz. . . $1.39

TEA SETS OF PLASTIC with the look of real porcelain. Ivory-color plastic—lightweight, hard-to-break, actually translucent! Hand-painted with dainty floral design, and delicately embossed. Saucers 3½-in. diam.; other pieces in propo

22-pc. Set. Service for Three. 3 cups, 3 saucers, 3 plates, 3 knives, 3 spoons, creamer, sugar bowl and teapot with cover.
49 N 807—22-pc. Set plus 6 paper napkins. Shpg. wt. 1 lb. 2

40-pc. Set. Service for Six. 6 cups, 6 saucers, 6 plates, 6 for knives, 6 spoons, creamer, sugar bowl and teapot with cover.
49 N 808—40-pc. Set plus 12 paper napkins. Shpg wt. 1 lb. 8 oz. . $2



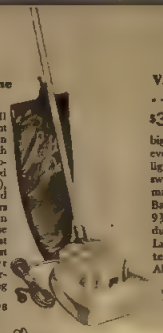
20-pc. Aluminum Cooking and Baking Set. Let your little girl practice with this set—soon she'll be cooking for you! Includes everything needed to cook delicious dinners for doll fam 4-in. pie plate (other pieces in proportion); biscuit pan; tube cake (for angel food cake); measuring cup with bright enameled ha 6-cup muffin pan, skillet with bright enameled handle; cookie cu in cat, chicken, dog and horse shapes; cookie sheet; mixing bowl; de boiler with bright enameled handles and lid; two measuring sp (¼ and ½-tsp. sizes); colander, flour canister; scoop.
49 N 921—20-pc. aluminum cookware set. Shipping weight 1 lb. . . .

40-pc. Aluminum Cupboard Set—complete with PERCOLATOR. Of course make-believe mealtime is much more fun when you have a little percolator that really "perks"—and this does! It has a standard sieve-type coffee basket and lid with glas set; strong riveted handle. Plates and saucers have embossed Peep decoration. Since it's aluminum, this set has extreme durabi Service for six includes percolator; 6 cups, 6 saucers, 6 plates; 6 fo 6 knives, 6 spoons, napkins and 1 round serving tray. Percol measures 4½ in high, other pieces in proportion.
49 N 906—40-pc. Set (plus 6 paper napkins). Shpg. wt. 1 lb. . . . .

SEE PAGE 193 . . DISH

NEW—Happi-Time Sweeper Set

$1.98 First she'll don the bright plastic apron. Then she'll clean rugs with the brush-action sweeper. Light blue enameled steel base (7x8 in.) 22-in. ivory-colored wood handle. For floors she'll use the nylon bristle broom and the enameled metal dust pan. The fluffy dust mop will give her cleaning job a sparkling finish. Shipping weight 4 pounds.
79 N 01329.. .. $1.98



Vac-type Sweeper . . . actually sweeps

$3.05 Looks just like mother's big vacuum sweeper . . . even has a shining headlight. Revolving brush sweeps rug as little bonemaker moves sweeper. Base is two-tone plastic, 9¼ inches wide. Has dummy cord and "plug." Light uses flashlight battery (not included). About 29 inches high. Shipping weight 2 lbs. 10 oz.
49 N 1324.... $3.05

Low-priced Toy Sewing Machine

Sews chain stitch. Clamp holds it to table. Has tension disc adjustable for thickness of fabric, presser foot to hold mate... **$2.**
Enameled metal, 7¾x4x7¾ in. long. Instruct...
49 N 1203—No. 60 thread preferred. Wt. 1 lb. 4 oz. $...

10-piece Plastic Refreshment Set

90c Just right for "parties" given by the very young hostess. Molded of hard-to-break clear plastic with contrasting red bases. Smooth-edged pitcher, 4 sherbets, 4 goblets and a tray. Pitcher is 4 in. high, other pieces in proportion.
49 N 816—Wt. 1 lb. 2 oz. 90c

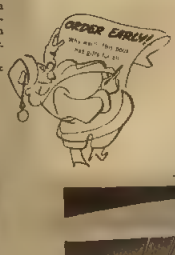
Happi-Time Sewing Kit

99c BIG VALUE. Perfect for beginners . . . help your girl start to learn sewing now. Three 9½-in. heavy cardboard dolls with stands. Embroidery hoops, scissors, needle, 4 skeins embroidery cotton, 6 ready-to-sew dresses, 6 large embroidery doilies and thimble. Packed in 8¾x15¼x2¼-in. cardboard carrying case with snap-lock and handle. Shpg. wt. 1 lb. 6 oz.
49 N 1313..... 99c

Laundry Set—really washes dolly's clothes

$1.45 She'll have the time of her life turning handle and watching cups beat dolly's clothes up and down. Glass tub on metal base, 9 in. high, adjustable wringer. Rinsing tub, revolving dryer, clothes pins.
49 N 1003—Shpg. wt. 3 lbs. 9 oz. $1.45

Toys help little girls learn



Improved—De luxe Toy Sewing Machi

- Even better than last year's model at same low price
- Now has *two* clamps . . . holds more securely to your table
- New, flocked-finish bottom helps protect table surface
- Body is completely housed . . . no exposed moving parts

$4

De luxe in both appearance and performance . . . sews neat, even ... stitch. Your young seamstress will quickly learn to turn out a fine ... Tension disc adjusts for thickness of fabric. Built of heavy-gauge ... baked-on enamel finish. Uses standard No. 14 or 16 sewing ma... needle. 8x4x6½ in. high overall. Instructions, needle, thread incl...
49 N 1201 -Shipping weight 3 pounds.....

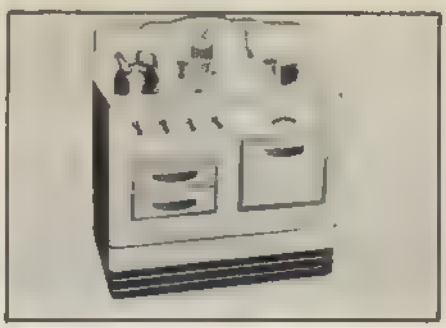
Toy Ironing Board

$2.74 All-metal copy of a regular ... ing board in smaller si... smaller housekeepers. Rear legs of tu... steel, front leg solid. Folds and has ... locking device. Enameled red and w... Top, 30 inches long overall.
79 N 01009—22 in. high. Shpg. wt. 8 lbs.

Electric Play Iron

$1.79 Actually heats. She can iron ... clothes and other small ar... Enameled base, black handle. Cord is ... approved for 110-120 volts AC-DC.
49 N 1004—6¼ inches long overall.
Shipping wt. 1 lb. 10 oz. . .....

TE506 - ELECTRIC COOK STOVE
Metal encased, nickel-chrome element, completely insulated, heats burner and warming oven. Durable white body. Complete with 4 utensils, 2 play switches, clock dial, warming oven with spring closing door. 10⅜x 8⅜x5½ inches. Cord attached.
TO RETAIL AT $2.79

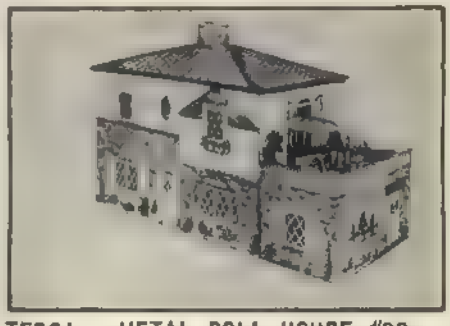


TE509 - STOVE #194
Equipped with 5 attractive units including modern tea kettle. Removable heating drawer. Workable oven with hinged door Movable gas cocks. Size 15⅜x 14x7¼ inches. Individually boxed.
TO RETAIL AT $3.50

TE512 - ELECTRIC RANGE
Heavy steel construction white baked enamel finish. Chrome handles, red plastic play switches. Four quick heat burners with separate element for oven. Cord attached. Includes whistling tea kettle, cook book and 6 other utensils.
TO RETAIL AT $5.75

TE526 - METAL DOLL HOUSE
All steel construction 5 large beautiful rooms decorated in full color. 21 inches wide, 14½ inches high, 10¼ inches deep.
TO RETAIL AT $2.49

TE528 - METAL DOLL HOUSE
Complete with 52 pieces of furniture including 6 small dolls. All steel construction. 21 inches wide, 14½ inches high, 10¼ inches deep. 5 large rooms.
TO RETAIL AT $3.75



TE531 - METAL DOLL HOUSE #99
7 rooms. Lithographed inside and out. Windows and doors open. Rear completely open. Complete with sun deck. Metal house 28 inches long, 13 inches wide, 18½ inches high.
TO RETAIL AT $4.95

TE540 - LIVING ROOM SET
Fine plastic set consists of furniture to fit dollhouse living room. Each set in a box.
TO RETAIL AT 98¢

TE543 - DINING ROOM SET
Made of plastic to fit dollhouse dining room. Consists of table, chairs, buffet. All in gift box.
TO RETAIL AT 98¢

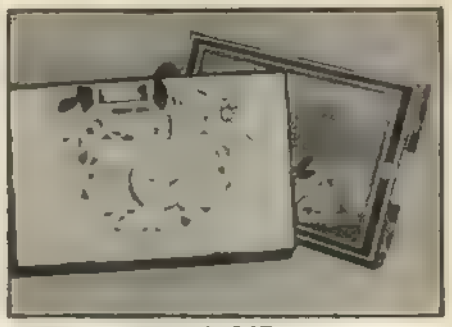
TE546 - KITCHEN SET
Plastic furnishings to fit doll house kitchen. Set consists of stove, refrigerator, table and chairs.
TO RETAIL AT 98¢

TE549 - BEDROOM SET
Plastic furniture to fit doll house bedroom. Set consists of bed, dresser, vanity and table Each set in box.

TO RETAIL AT 98¢

TE631 - LUNCHEON SET #20
Contains 4 napkins, 1 tablecloth, a needle and embroidery cotton to finish design stamped on tablecloth and napkins.

TO RETAIL AT 25¢



TE680 - SEWING SET
Consists of five printed doilies, embroidery hoop, 4 skeins of thread, needle, thimble and scissors. Comes in 14x8x2-1/8 inch carrying case.

TO RETAIL AT 98¢

TE691 - SEWING SET
Consists of plastic doll, 6¼ inches, with moving arms. 8 dresses to make for the doll. Includes scissors, thimble, thread, needles and doll pattern.

TO RETAIL AT 98¢

TE693 -LUGGAGE DOLL SEWING KIT
#1100. Distinctively designed luggage in which there is a "Jean Darling" doll and a complete doll wardrobe to make. Includes scissors, needle and an aluminum thimble. Full sewing instructions.

TO RETAIL AT 98¢

TE712 - EMBROIDERY SET #1136
Includes a tablecloth and napkins to be embroidered in an easy cross stitch pattern. Complete with embroidery hoops, plastic thimble and 2 skeins of thread.

TO RETAIL AT 98¢

TE714-LUGGAGE DOLL SEWING KIT
#564. Distinctively designed luggage traveling kit. Contains a large "Jean Darling" doll, a complete doll's wardrobe to make. Special tray contains material stamped for embroidery, hoops, thread and instructions "How to Embroider."

TO RETAIL AT $1.98

TE715 - SEWING TRUNK
Sewing and knitting set. Includes 7-inch composition doll, 4 dresses featuring a bridal dress and veil. Also hat, ribbons, veiling, feathers. Material for apron. Knitting needles & yarn. Thread thimble, scissors. Packed in trunk box.

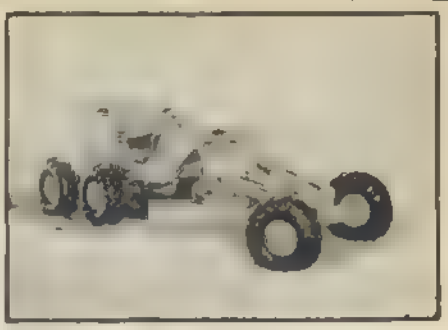
TO RETAIL AT $1.98

TE722-PAPER & YARN WEAVING SET
Two games in one. Set has four animal cards to lace with yarn Yarn included. Set also has four die-cut Ballerina paper weaving cards with colored paper strips. With instructions. Packed in box 14-1/8x10-3/8x 1-3/8 inches.

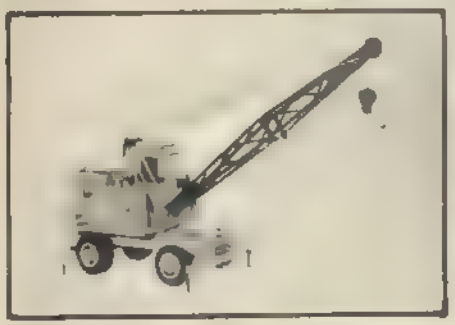
TO RETAIL AT 49¢

TS715 - KEYSTONE FIRE STATION
#251. As the crank is turned, the siren sounds, all doors open at same time with single lever. Plastic pump engine, with real pump, aerial ladder & chief's car are ejected by spring action. Sprays water. Masonite & tekwood. 9¾x17¾".
TO RETAIL AT $3.95

TS791 - BUCKET LOADER
Reproduction of Barber-Greene high capacity bucket loader. All steel caterpillar tread. Overall height 18 inches
TO RETAIL AT $11.95 M



TS796 - ROAD GRADER
Reproduction of Adams Diesel Road Grader. Wheels, Axle and scraper blade fully adjustable All steel. Finished in red enamel. 26 inches overall.
TO RETAIL AT $12.95 M

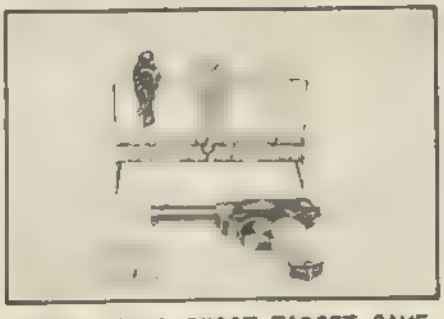


TS797 - UNIT MOBILE CRANE
Model of unit cranes. All steel die cast wheels. 6 large size tires. Boom length 19½ inches. Overall length 11½ inches. Finished in red enamel.
TO RETAIL AT $12.95 M

TS798 - EUCLID TRUCK
#2009. Reproduction of Euclid bottom dump truck. Trailer unhitches. Steerable front wheels. Loads and dumps. Body 22 gauge steel. Six famous-make rubber tires. Overall length 27 inches.
TO RETAIL AT $12.95 M

TS799 - AERIAL LADDER TRUCK
#2008. Reproduction of an American-La-France-Foamite Corp. truck. Aluminum extension ladder rotates on base, extends 46". Wind-up siren. 2 scaling ladders. Real lucite windshield. 22 gauge steel body. Rubber tires. 33" long.
TO RETAIL AT $14.95 M

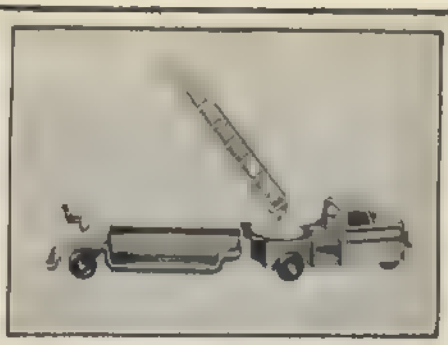
TT43 -POP THE BIRD TARGET GAME
#176' Four multi-colored lithographed wooden birds mounted on fence. Green metal base, red posts. Size 12½x1¾x5¼ inches.
TO RETAIL AT 69¢



TT50 - BIRD SHOOT TARGET GAME
#2582. 7¾ inches long, 5¾ inches high. Three plastic birds. Metal decorated base. Includes 7-inch plastic cork pistol and 6 corks.
TO RETAIL AT 79¢

TT55 - SCAT ACTION DART GAME
#1085. Brightly lithographed metal target base. Features backyard fence theme. Various scores including spring target which when hit, causes cat to jump high in air. Plastic dart gun with 2 suction cup darts. Gun as whistle and clicker.
TO RETAIL AT 98¢

TS141 - MOVING VAN
#456 Plastic and lithographed metal. Cab is made of durable plastic and body of brightly colored metal. 9 inches long. Rubber tires with dual rear wheels. Individually packed.
TO RETAIL AT 45¢



TS144 - HOOK & LADDER TRUCK
#457. Cab is made of colorful plastic. Body is made of heavy gauge steel-backed enamel finish. Plastic aerial ladder and figure of rear driver. 11 inches long. Rubber tires with dual wheels on rear of cab. Individually boxed.
TO RETAIL AT 45¢

TS149 - MILK WAGON WITH HORSE
#4008. Made of durable plastic. 8 inches long by 3-3/8x2½ inches. Bright colors. Includes two miniature crates of milk Steers realistically. Individually boxed.
TO RETAIL AT 59¢

TS180 - FOUR-WHEEL TRACTOR
Sturdily made of brightly lithographed steel. Powered by specially designed slow-running motor. Key attached to motor. Hand brake, large tractor type wheels in rear, smaller ones in front. Rear hook for pulling accessories. 5½x4x4 inches.
TO RETAIL AT 69¢

TS182 - TWO-MOTOR CABIN PLANE
#1500. Modern design cabin-type cruiser plane in bright baked enamel colors. Sturdily constructed of heavy gauge steel with two realistic free-spinning propellers and two wooden landing wheels. 10½ inches long. 15-7/8" wingspread.
TO RETAIL AT 69¢

TS190 - SIREN HOOK & LADDER FIRE TRUCK
Enclosed clock-spring motor activates loud-sounding siren & propels the fire truck. Brakes. Front wheels adjustable for straight run or two circles of different radii. Rubber tires. Aerial ladder. 15½x3¾x4 inches.
TO RETAIL AT $1.69

TS220 - PICK-UP TRUCK
Long hood type cab. Shiny dummy headlights, radiator grille, bumper and hood strip. Equipped with tailgate. Long-running motor with key attached. Heavy gauge metal with colorful decals. Bright colors. 8x3¼x2¾ inches.
TO RETAIL AT 69¢

TS225 - GRAVEL DUMP TRUCK
All steel truck with large dump body operated by a wire lever at side. Shiny dummy headlight, radiator grille, bumper and hood stripe. Bright baked enamel colors with decals. Strong, long-running motor, key attached. 9x3½x3¼".
TO RETAIL AT 69¢

TS246 - SAND TRUCK WITH LOADER
#443. Front loader type. Cab and chassis made of heavy gauge steel with colorfully lithographed metal body. Metal wheels. Lever action dumping arrangement. Swinging tail gate. Overall length 13¼ in.
TO RETAIL AT 89¢

TS25 - MINIATURE INDIANS
Highly colored, cast of metal. Set consists of one Indian on horse and three Indians. All in gift box.

TO RETAIL AT 49¢ BOX

TS28 - COWBOY & INDIAN SET
Cast of metal. Set consists of one each cowboy and Indian on horse and three cowboys and three Indians. Highly colored.

TO RETAIL AT 98¢ BOX

TS30 - COWBOY AND INDIAN SET
Cast of metal. Set consists of two each cowboys and Indians on horses three inches high, 4 Indians and three cowboys two inches high.

TO RETAIL AT $1.49 SET

TS40 - TWO HORSE WAGON
#213. Made of cast iron. Brightly colored. Length 10½ inches.

TO RETAIL AT $1.39

TS42 - TWO HORSE DUMP WAGON
#211. Made of cast iron. Brightly colored. Length 10 inches.

TO RETAIL AT $1.39

TS50 - TWO HORSE STAKE WAGON
#221. Made of cast iron. Brightly colored. Length 14¾ inches.

TO RETAIL AT $2.69

TS52 - TWO HORSE DUMP WAGON
#223. Made of cast iron. Colorfully painted. Length 15 inches.

TO RETAIL AT $2.69

TS60 - TWO HORSE CIRCUS WAGON
#231. Made of cast iron. Colorfully painted. Length 14 inches.

TO RETAIL AT $3.79

TS71 - FIX-IT TRUCK
#FT100. Colorful plastic. Equipped with plastic jack, spare plastic wheel, metal screw driver, hammer and wrench. Can change tires with tools.

TO RETAIL AT 98¢

TS544 - AUTO TRANSPORT
#1104. Overall length 22 inches. Rubber tires. Four-wheel cab. Detachable trailer has 4 wheels. Includes four 5-5/8-inch plastic cars. Skid rails attach to upper deck to let cars roll down. Individually boxed.

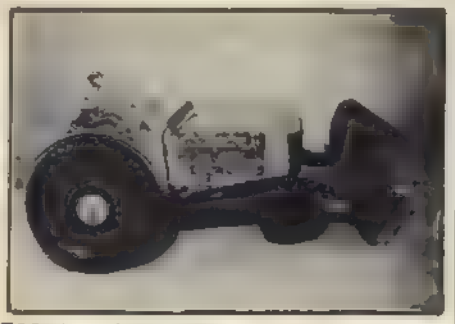
TO RETAIL AT $1.98

TS546 - FAST FREIGHT TRAILER
#412. Automatic coupling and uncoupling. Hand truck and accessories. Chain across rear. All heavy gauge steel construction. Size 20½ x 5 x 4½ inches

TO RETAIL AT $1.98

TS547 - VAN FREIGHT CARRIERS TRAILER
#413. Couples and uncouples automatically. Hinged rear door. Removable top for additional play value. Made of heavy gauge steel, baked enamel finish. Size 22x4¾x5¾ inches.

TO RETAIL AT $1.98

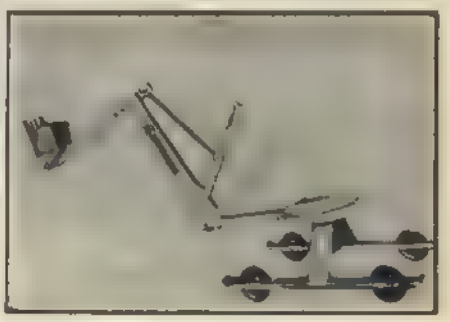


TS551 - BULLDOZER TRACTOR AND V-SHAPED PLOW
Large heavy gauge tractor with clicking noise resembling the hum of a motor. Cultivator type with over sized rear wheels and narrow double front wheels. Includes hydraulic type lifting mechanism. 14½x7-7/8".

TO RETAIL AT $2.69

TS555 - FARM TRACTOR WITH HIGH LIFT LOADER
Heavy gauge steel cultivator type farm tractor. High lift scoop loader with lever for raising, lowering and dumping. Hook at rear. Ratchet simulates motor when tractor is pulled. 16½x7-7/8x7 inches.

TO RETAIL AT $2.95



TS567 - JUNIOR EXCAVATOR
#601. Leatherette covered saddle seat. With control lever. Rubber wheels. 28 inches long. Boom extends to 38 inches wide 17 inches high. Individually boxed.

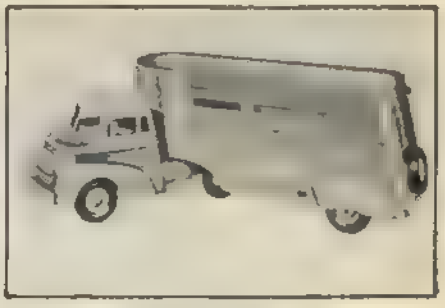
TO RETAIL AT $2.95

TS572 - AIRPLANE
#603. Made of heavy steel. White wings and red fuselage. Front wheels steer and the propellers spin. 19½ inches long, 4½ inches high and 27 inches wide.

TO RETAIL AT $2.75

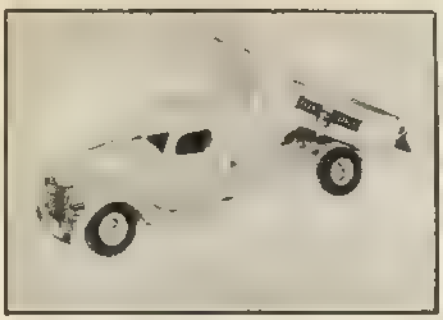
TS585 - VAN TRUCK
#1502. Made of heavy gauge steel with lithographed metal cab. 25 inches long. Rear door opens and becomes loading ramp 6 rubber tires with metal inserts. Spare tire and wheel. Baked enamel finish on trailer and chassis.

TO RETAIL AT $2.95



TS586 - EXPRESS TRUCK
#1503. Made of heavy gauge steel with lithographed metal cab. Baked enamel finish on trailer and chassis. Six rubber tires with metal inserts. Spare tire and wheel. Regulation flares. 25 inches long.

TO RETAIL AT $2.95

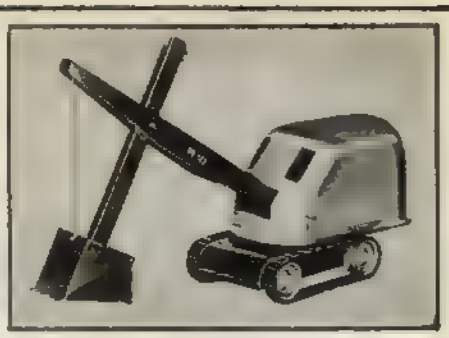


WS597 - DUMP TRUCK
#634. Automatic end gate. Solid rubber wheels. High quality automobile enamel. All steel construction. 22-5/6 inches long, 6¼ inches wide, 8¾ inches high. Individually boxed.

TO RETAIL AT $2.95

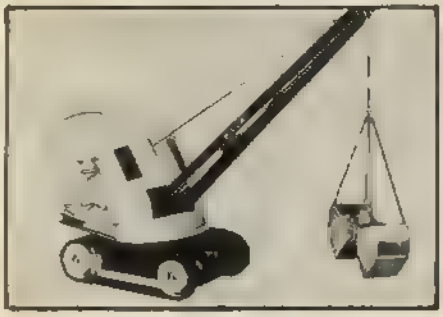
TS610 - MAGNETIC CRANE TRUCK
Crane mounted on truck. Battery operated magnet pick-up attached to die cast lifting hook. Picks up heavy metal objects. Control cab and boom revolve. Heavy gauge construction. Less Battery. 24" long, 13½" high, 4¾" wide.

TO RETAIL AT $3.45



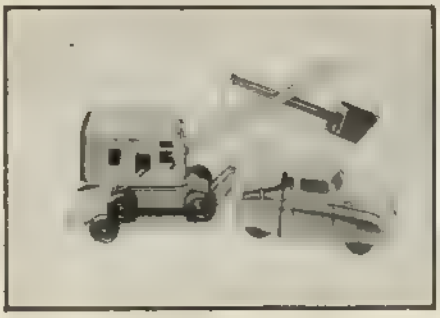
TS611 - STEAM SHOVEL
#100. All metal. A realistic miniature. It really digs. Steel crank arms control operating line. Streamlined one-piece cab. Rotates on undercarriage. 7½ inches high, 5 inches wide, 16 inches long.

TO RETAIL AT $2.89



TS623 - CRANE AND CLAM
#150. Simple to operate. Gives many hours of entertainment. Will even pick up a coin. All metal. 7½ inches high, 5 inches wide and 25 inches long. Gaily colored. Individually boxed.

TO RETAIL AT $3.29

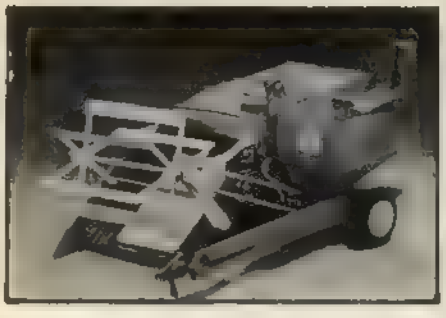


TS625 - WINCH TRUCK WITH STEAM SHOVEL
#1201. Cab made of lithographed steel. Body made of heavy gauge metal. Baked enamel finish. Steam shovel has 4 rubber tires, truck and trailer have 6. Tail skid for loading steam shovel with hand winch. 22" long.

TO RETAIL AT $4.29

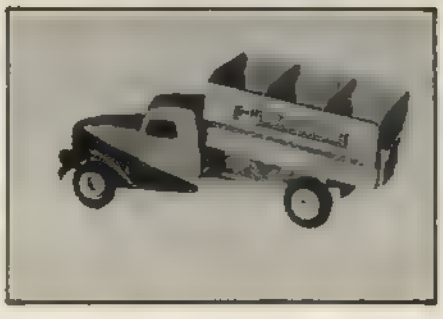
TS627 - STEAM SHOVEL
#744. A new steam shovel fitted and built to look exactly like the big ones. Actually digs. Swings and dumps. 22¾ inches long. 8¾ inches wide. Individually boxed.

TO RETAIL AT $3.95



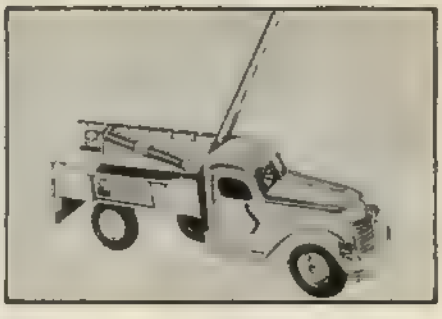
TS629 - MASSEY HARRIS CLIPPER COMBINE
An exact duplicate of the Massey Harris Clipper Combine.

TO RETAIL AT $3.98



TS630 - COAL & COKE DUMP TRUCK
#789 - Hinged partitions, drop hatch door in rear. Hand crank dump. Heavy gauge steel construction. Baked enamel finish 24x11x8½ inches.

TO RETAIL AT $4.95



TS631 - FIRE & CHEMICAL TRUCK
#646. Includes hand cranked siren, fire extinguisher which actually squirts water, ladder adjustable to 26 inches. All steel construction. 25x7x6¼ inches.

TO RETAIL AT $3.98

KENTON'S New ENGRAVED

Gene Autry

REPEATER CAP PISTOLS

A Complete Line of . . .

Cap Pistols

- ★ **SINGLE SHOTS**
- ★ **AUTOMATICS**
- ★ **WESTERN STYLES**

★ *And especially Kenton's colorful line of Cast Iron Horse Drawn Wagons and NEW Pull Toys.*

THE KENTON HARDWARE CO.

Kenton, Ohio

MEET ME AT THE TOY SHOW

...AND SEE THE COMPLETE NEW GOLDBERGER DOLL LINE

HOTEL McALPIN
ROOM 673-675

HOTEL NEW YORKER
ROOM 850

BABY DOLLS WITH VINYL ARMS & LEGS

LATEX DOLLS
BABY DOLLS
PLASTIC DOLLS
BROTHER & SISTER DOLLS

28" ALL RUBBER DOLLS WITH PLASTIC HEADS

EEGEE DOLL

Goldberger Doll Mfg. Co., Inc.

MANUFACTURERS OF LEGEE PRODUCTS

1107 BROADWAY • NEW YORK 10, N. Y. • ROOM 1208

FACTORY 307 RICHARDSON ST. BROOKLYN, N. Y.

TL506 - MOTORCYCLE POLICE SET
#41089/365. Consists of adjustable hand cuffs, click gun, goggles, Captain's badge, police whistle and club. Entire set is mounted on colored lithographed board. Each set is individually packed in boxes inscribed with "Jr. Police".
TO RETAIL AT 98¢

TL510 - WRIST COMPASS
#168. Unbreakable airplane type. Sealed in liquid. Will not freeze. Waterproof. Minimum quantity 6.
TO RETAIL AT 59¢

TL514 - HOLSTER SET
#6300. Genuine cowhide holster embossed in two tone brown with leather thongs. 7/8" embossed leather belt. Western type cap pistol is die cast with bright plated finish and ivory plastic grips.
TO RETAIL AT 98¢

TL528 HOLSTER SET
#7526. Genuine leather holster with dark red antique back and ivory antique front. 1½" ivory antique leather belt trimmed in red with 4 imitation bullets, Western type buckle, tip and loop. 9" automatic repeating cap pistol.
TO RETAIL AT $1.98

TL538 - KIT CARSON SINGLE SET
#318. Includes jeweled holster of tough, pliable plastic that will not chip or crack, belt and one Kit Carson toy cap pistol.
TO RETAIL AT $1.98

TL539 - KIT CARSON DOUBLE SET
#328. Same as above with 2 guns
TO RETAIL AT $3.79

TL543 - HOLSTER SET
#7811. With automatic repeating cap pistol finished in 24 carat gold plate with engraved body and barrel. Genuine leather holster. 2" dark leather belt with nickel plated loop, buckle, tip and studs.
TO RETAIL AT $2.95

TL584 - HOLSTER SET
#7020. With Western spurs, brown and white leather holster and cuffs. 1½" white leather belt trimmed in red and black. Nickel plated buckle, tip, loop and studs. 7½" repeating cap pistol with bright plated finish and plastic grips.
TO RETAIL AT $2.95

TL586 - DOUBLE HOLSTER SET
#7550. Genuine leather embossed double holster with nickel plated studs and jewels. 1¼" two tone brown leather belt with nickel plated buckle. 2 automatic repeating cap pistols with engraved nickel plated finish, plastic grips.
TO RETAIL AT $3.98

TL595 - DOUBLE HOLSTER SET
#7560. Genuine leather holster and 2-3/8" brown grain belt with nickel plated buckle, tip and loop. Two 9" engraved automatic repeating cap pistols with nickel plated finish and ivory plastic grips.
TO RETAIL AT $4.95

TL608-RED RANGER WESTERN SPURS
#77. Engraved die cast spurs with bright plated finish. Genuine leather straps are adjustable. Complete with heel chains. Individually boxed.
TO RETAIL AT 59¢

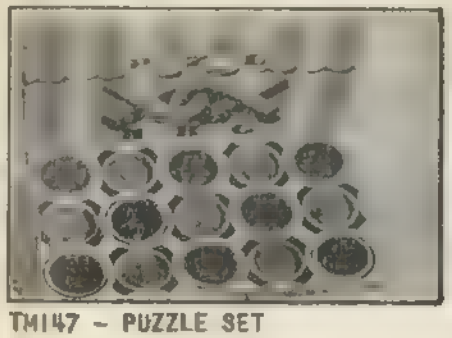
TL617 - MACHINE GUN
#713. Releases sparks and machine gun sound when trigger is pulled. Siren is operated by small crank. Long running, clock spring motor is controlled by attached key. 23½ inches long.
TO RETAIL AT $1.98

TL620-HOP-A-LONG CASSIDY RIFLE
#230. Realistically designed carbine type rifle made of steel. Loud click is produced by pulling trigger. Complete with web shoulder sling.
TO RETAIL AT $1.19

TL640 - PIRATE CHEST
#1127. Contains metal sword with scabbard, gold coins in gold mesh bag, compass, earrings, rubber dagger, gun, map knife, and mask.
TO RETAIL AT 98¢

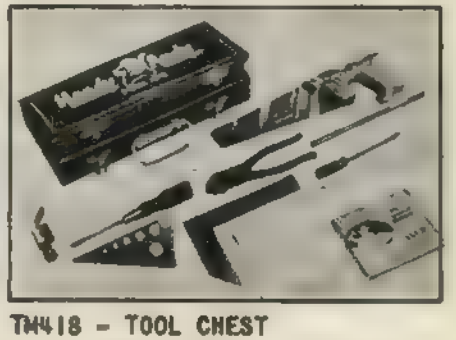
TL643 - PIRATE CHEST
#2227. Large complete pirate set including telescope, large metal sword with scabbard, pirate hat, map, mask, earrings, dagger, knife, gun, gold coins in gold mesh bag, and compass.
TO RETAIL AT $1.89

TM145 - WIRE PUZZLE SET
#106. Six wire nail puzzles in an attractive box.
TO RETAIL AT 25¢ BOX



TM147 - PUZZLE SET
#1175. 15 trick metal puzzles each individually assembled in a metal container. Complete with instruction book.
TO RETAIL AT 98¢ BOX

TM152 - FOODINI MAGIC SET
#2213. An assortment of many mysterious tricks, most of them copies of real magician's tricks as used by "The Great Foodini".
TO RETAIL AT $1.89



TM418 - TOOL CHEST
#110. Fine quality beginner's tool set consisting of 11 pieces.
TO RETAIL AT $1.95

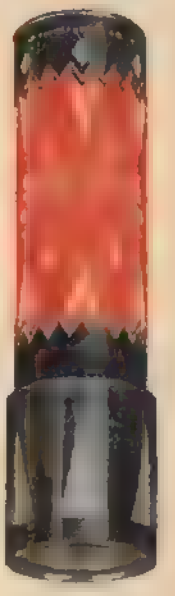
ALL OVER THE WORLD

ONE NAME STANDS OUT

STEVEN

KALEIDOSCOPES

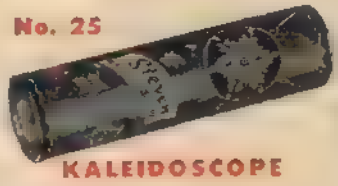
EXCLUSIVE FEATURES MAKE STEVEN KALEIDOSCOPES GREAT YEAR 'ROUND SELLERS... AND THEY AFFORD FASTER TURNOVER THAN MOST OTHER TOYS!



No. 50 KALEIDOSCOPE

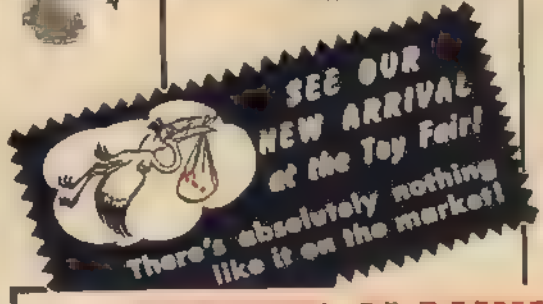
Revolving action KALEIDOSCOPE! Turning head. Metal mirrors. Handsomely lithographed in 3 brilliant colors on aluminum foil. Metal reinforced ends to match foil. Transparent plastic eye-hole cover. *(Suggested retail price 49¢)*

No. 25



KALEIDOSCOPE

Colorful fibre cylinder KALEIDOSCOPES. Metal mirrors. Metal-reinforced ends; transparent plastic eye-hole cover. 3 beautiful colors, assorted. Size 7½". *(Suggested retail price 25¢)*



No. 200

KALEIDOSCOPE

Individually Packed

ALL-PLASTIC Kaleidoscope. Metal mirrors. Unbreakable plastic end discs. Size 8¾". Kit complete with hundreds of tiny pattern producing objects. *(Suggested retail price $1.49)*

No. 129 KALEIDOSCOPE

Individually Boxed

Same as No. 200 but not supplied with extra sets of pattern-producing objects. *(Suggested retail price 98¢)*

No. 150

ROCK-A-TOY

Individually Boxed

The toy hit of the nation! Balances on table or flat edge. Moves to and fro at slight tap. Like perpetual motion!" Bright 4-color tekwood, with metal pendulum. Beautiful individual package. *(Suggested retail price 98¢)*

STEVEN MANUFACTURING COMPANY

5170 EASTON AVENUE • SAINT LOUIS, MISSOURI

Sales Office... **BERNARD FUNK, 200 Fifth Ave., New York, N. Y.**

LEE SHERMAN, 315 W. 9th ST., LOS ANGELES, CALIFORNIA

First IN BEAUTY
First IN PRICE
First IN VOLUME
FOR
1950

The
Lovely Mary Jean Doll

America's Famous Character Doll

59¢ 69¢ 98¢ 1.49 1.98 2.98

MIDWESTERN MFG. CO.

ST. LOUIS, MISSOURI

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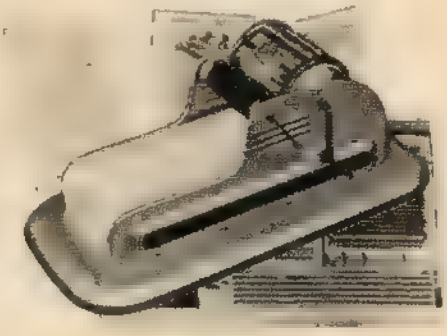
ROTARY PRINTING PRESSES

. . . for Youngsters Who Can Read and Write!

NO. 8401 "CUB" PRESS
for Beginners

See Them in Room 454 at 200 Fifth Avenue

The best salesmen for SUPERIOR ROTARY PRINTING PRESSES are the youngsters who already own one, and are showing their friends the fine newspapers, school and club programs, handbills, notices, etc. they can print with ease and speed.



NO. 8403 "STAR" PRESS

NO. 8405 "ACE" PRESS

. . . and

RUBBER STAMP PRINTING SETS
for Youngsters of Any Age!

A line of colorful sets of picture stamps, alphabet stamps, and changeable rubber type—in a variety of combinations.

Picture Subjects include Circus Comics and Transportation

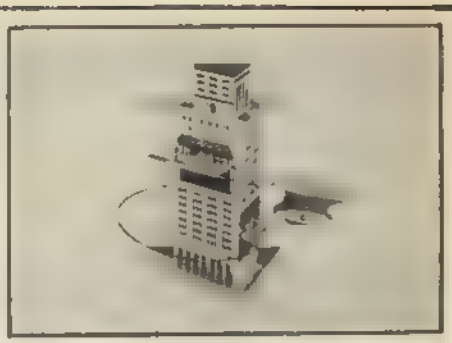
SUPERIOR MARKING EQUIPMENT COMPANY

Factory: 1800 Larchmont Avenue
CHICAGO, 13, ILL.

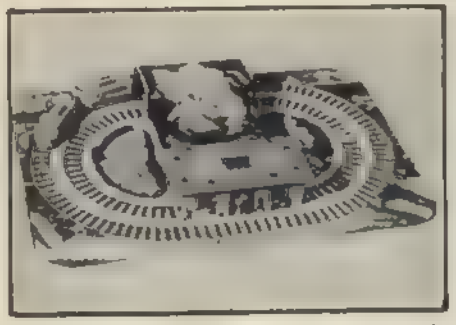
N. Y. Office: ROOM 454
200 FIFTH AVE.

TP340 - MECHANICAL CRANE
#730. Wind motor to lower hook and attach load. Release motor and load rises mechanically. Boom can be raised or lowered. All steel construction. 27" x 7" x 20½".
TO RETAIL AT $4.95

TP343-MECHANICAL GREYHOUND BUS
#755. Novel mechanical toy with action, light and sound. Bus runs straight or in circle Red stop light flashes, bus stops, warning bell rings, and front door opens. This action is repeated several times. 16-3/4 x 4½ x 4-3/4".
TO RETAIL AT $4.95

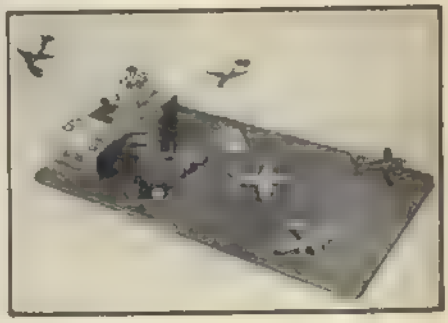


TP410 -SKYWAY TERMINAL BUILDING
#363. The skyway transport moves along spiral rail, powered by high geared clock motor. Terminal is triangular shaped. 8-3/4" x 8-3/4" x 8½".
TO RETAIL AT $1.98



TP415 - MYSTERY ALPINE EXPRESS
#250. Two-car train travels through station and tunnel. After train enters tunnel, it mysteriously comes out on different track. Powered by clock like wind-up motor. Background lithographed in full color to simulate Alpine scene
TO RETAIL AT $2.89

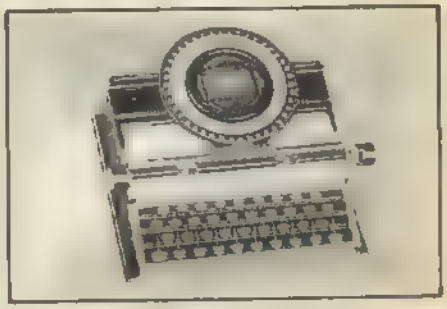
TP460 - SHOOTING GALLERY
#362. Completely safe. Stagecoach crosses scene followed by bandits. When shot, the bandits fall over. Powered by mechanical motor. Made of metal. Lithographed in detail, with pictures of Hop-A-Long Cassidy and his friends.
TO RETAIL AT $2.95



TP473 - CITY AIRPORT
#2420. Consists of a base, two hangers, tower with two revolving airplanes mechanically driven, four planes, and two plastic cars. Has morse code key at back of housing.
TO RETAIL AT $2.95

TP475 - AIRPORT FUTURMATIC
#1300. A mechanical wonder. A twist of the control makes the pilotless plane take off, bank loop and land on a beautifully lithographed 16" x 16" field. Made of steel.
TO RETAIL AT $3.75

TP483 - WINDMILL AND PUMP
#56. Actually pumps water in a continuous stream. Fan turns when pump operates. Made of durable, non-corroding metal.
TO RETAIL AT $4.95

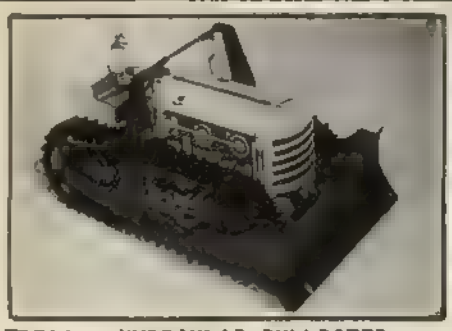


TP500 - SIMPLEX TYPEWRITER
#200. Writes capital letters, and necessary figures and punctuation in standard typewriter type. Has automatic inking and spacing key. Takes any length paper, card, or envelope 6" wide. All steel construction with lacquer finish.
TO RETAIL AT $1.95

TP501 - TYPEWRITER
#449. Stamped with Tom Thumb name. Letters arranged in same order as on standard keyboard. Has individual key operation, shift keys, ball bearing carriage, and standard ½ inch ribbon. Red wrinkle finish.
TO RETAIL AT $14.25

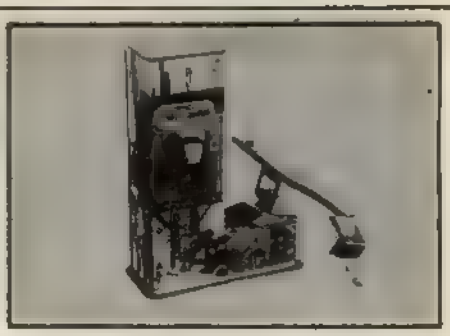
TP502 - SIMPLEX TYPEWRITERS
#300. Writes 62 characters including capitals, small letters figures and punctuation. Has revolving self-inking dial and space key. Takes paper 6 inches wide. Constructed of steel, finished with high gloss lacquer in attractive colors.
TO RETAIL AT $2.95

TP506 - TYPEWRITER
#3000. This typewriter is easily operated by merely turning the dial and pressing "Type" bar. Uses real typewriter ribbon. Made of metal and lithographed in bright colors. Approximately 10" x 7" x 5½".
TO RETAIL AT $3.98 M

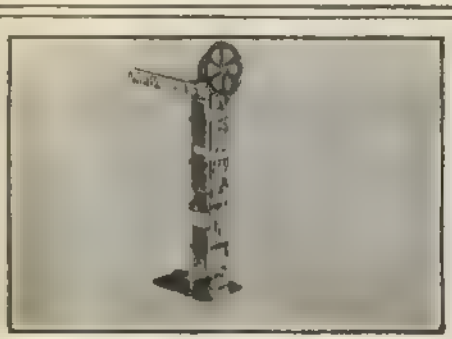


TP701 - HYDRAULIC BULLDOZER
#4550. Replica of powerful "Bulldozer" tractor with sure-grip rubber treads and manually operated hydraulic action lift. Equipped with powerful long running motor. Colorfully lithographed in detail. 1½" x 6-5/8" x 6"
TO RETAIL AT $3.39

TR63 - POP UP JACK-IN-BOX
#777. Plastic box measures 1-5/8" square. When the side of the box is pressed, a gaily colored plastic clown jumps up
TO RETAIL AT 19¢



TR176 - AUTOMATIC COAL LOADER
#22. When marbles are placed in hopper at top of housing, they fall one by one through chute into loading arm bucket. Loading arm swings around and releases marbles. Sturdy, all metal construction. Marbles included.
TO RETAIL AT 98¢



TR178 - SPEEDY HOIST
#54. Fast moving action. Car carries marbles from chute to base. Marbles are included.
TO RETAIL AT $1.39

TR180 - SHOOT A LOOP
#59. Marble is shot around the loop then falls into one of the scoring positions. Made of brightly lithographed metal. Marbles are included.
TO RETAIL AT 45¢ EACH

TS24 - MINIATURE COWBOYS
Cast of metal. 2 inches high. Set consists of one cowboy on horse three inches high and 3 cowboys. One set in a box. All highly colored.
TO RETAIL AT 49¢ SET

Siebert Elects New Officers

At a recent board of directors' meeting of the O. W. Siebert Company, Inc., Gardner, Massachusetts, well-known manufacturers of the popular Siebert line of wheel goods, Otto W. Siebert, II was elected vice president. "Bill," as he is better known, will make the third generation of Sieberts to become actively engaged in the business. His father, Donald W. Siebert, is president of the corporation at the present time, and his grandfather, Otto W. Siebert I, founded the business back in 1898.

Frank D Toohey, formerly general sales manager of the company, was elected vice president in charge of sales at the same meeting. Frank has been largely responsible for carrying on and extending the general sales policies of the company as they were originally instituted by Donald W. Siebert.

O. W. SIEBERT II

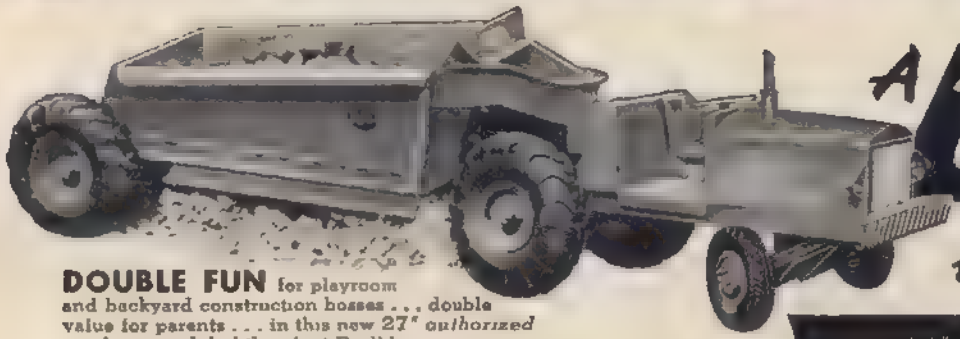
Arnold C Stacey was elected vice president in charge of production at this meeting. For many years Mr Stacey has been identified with all types of Siebert production, including mass production methods, time studies and costs.

These newly elected officers will strive to maintain the same high standards and policies that have made the name of Siebert outstanding for fairness and value in the trade for over half a century.

DOUBLE-DUTY TOY

Model TOYS

A TRUCK AND A TRACTOR



Euclid bottom-dump truck

Ask your representative about our new lower prices for '50

DOUBLE FUN for playroom and backyard construction bosses . . . double value for parents . . . in this new 27" *authorized working model* of the giant Euclid.

Its universal-type coupling, between tractor and trailer, permits use of tractor to tow the Model Crane, Model Bucket Loader, or other Model Toys. Tractor has knee-action, steerable front wheels. Trailer "bottom dumps" by lever. Huge famous-make tires all around. All-steel. Orange automotive-type finish. Weight, 11 lbs.

ALL-STEEL Model TOYS OUTLAST OTHERS 3 TO 1!

FOR TOWING OTHER MODEL TOYS

THE CHAS. WM. DOEPKE MFG. CO., INC., ROSSMOYNE, OHIO

F. B. A. DOES IT AGAIN IN 1950

TAP-A-TOY

No. 126

the toy that has the nation talking — and buying—America's favorite for all year entertainment! Ind. Boxed. 3 Dz. to Carton Retail **98c**

Design by Anthony

MUSIPIX

No. 508

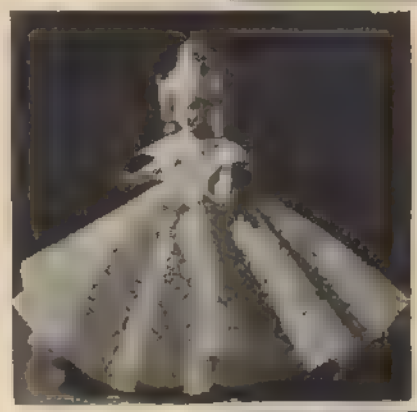
the musical hit sensation of 49 and greater in 50. A real money maker. Comes in blue and pink. Ind. Boxed 1 Dz. to Carton. Retail.. **$3.98**

JACK & JILL BANK

No. 50

a new hit, a bank that's really new and different. Entertaining and practical. Watch your sales grow with this one. Ind. Boxed. 3 Dz. to Carton. Retail . **49c**

Design by Anthony



MISS GLO-GIRL

No. 208

She spins 'round—she makes music—she glows in the dark—she's beautiful, too. Boys and girls will be thrilled. Ind. Boxed. 3 Dz. to Carton. Retail .. **$3.98**

TOPPER

No. 88

The roly-poly that dances — spins — rolls and floats. The toy that will be a top seller in '50. Ind. Boxed. 3 Dz. to Carton. Retail **79c**

Design by Anthony

TOTO

No. 400

The musical clown — watch his eyes move — and pictures whirl by his mouth with music. The price is right—for fast selling. Ind. Boxed. 3 Dz. to Carton. Retail **$2.98**

Design by Anthony

MUSIPIX LAMP

No. 508

A good bet, the beautiful Musipix lamp—it's musical, too — a combination that can't be beat for sales. Ind. Boxed. 1 Dz. to Carton. Retail **$5.98**

TAP-A-ZOO

No. 127

The spelling toy that is fast becoming the favorite of everyone — old and young alike. Ind. Boxed. 3 Dz. to Carton. Retail . **98c**

Design by Anthony

FULL DISCOUNT TO JOBBERS, CHAINS AND DEPT. STORES, WRITE FOR SAMPLES AND CATALOG

F. B. A. INDUSTRIES CORP.

200 FIFTH AVENUE NEW YORK 10, N. Y.
Room 525 Te OR 5-5490

MAGIC MAGNETIZED GAMES

No. 1007

A NEW PLAY THRILL
THE ROCKET LAUNCHER

THERE'S NOTHING LIKE IT ON THE MARKET!

With two players, magnetized rockets are aimed at opposite player and caught on their hand target. With one player, rocket is shot in air and caught on own target.

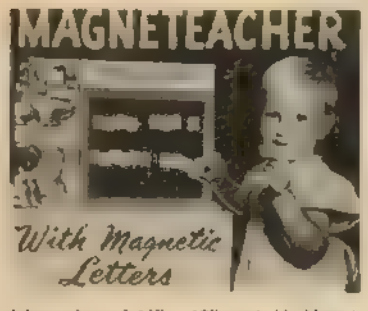
In the handle of the metal hand target is a device for launching the magnetized feather tipped rocket darts.

Game consists of 2 combination hand targets and launchers and 3 magnetized rocket darts. Packed 2 doz. to carton. Weight 15 lbs Individually boxed in attractive display cartons

BE THE FIRST TO SHOW THIS NEW TOY

To retail at **$1.00**

Slightly higher west of Rockies



A 1 metal panel 14" x 18" with blackboard 10" x 12". Revolving disk brings into operating pictures and wording. Child puts magnetized letters to correct one, or learned. Game includes 36 magnetized two-sided letters. To retail

MAGNETIC LETTERS

STICK TO BLACKBOARD

No Chalk—No Mess

No. 1025

The sheer wonderment which a child experiences in having letters stick to blackboard produces thrills seldom found in other toys. Packed in a neat box. 12 to carton. Weight 30 lbs

To retail at **$2.98**

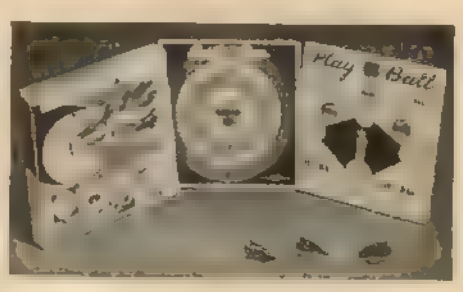
36 additional letters $1.50 retail

Slightly higher west of Rockies

Safe MAGNETIZED DART GAME

TWO GAMES IN ONE

No. 1012



Game consists of indestructible all metal 2-sided target for playing Bull's Eye and Play Ball. Size 12" x 12" 5 magnetized darts and adj. metal stand. Packed 2 doz to carton. Weight 26 lbs

Slightly higher west of Rockies

To retail at **$1.00**

MAGNETIC BALL GAME

No. 1014

YOU ACTUALLY HIT THE BALL—

IT'S CAUGHT IN A MAGNETIZED SPOT

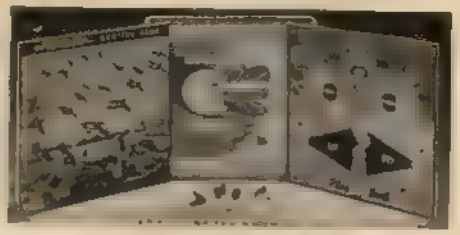
Bases and field positions are so magnetized that baseball is attracted to nearest position and held in place. Playing field is beautifully lithographed in full colors. Includes metal baseball player discs, metal ball, spring bat and score cards. Size: 14" x 15" Packed 12 to carton Weight 19 lbs.

To retail at **$1.98**

Slightly higher west of Rockies

De Luxe SAFE MAGNETIZED DART GAME

No. 1020



TWO GAMES IN ONE

Game consists of large 20" x 20" two-sided all metal target for playing Hunting Game and Baseball, 4 magnetic darts and 2 brass wall hooks. Packed 1 doz to container Weight 32 lbs

Slightly higher west of Rockies

To retail at **$2.50**

ALL GAMES ARE F.O.B. CHICAGO FACTORY

Manufactured only by TOY ENTERPRISES OF AMERICA, INC., Berwyn, Ill.
Sole Distributors MELMAR CORP., 211 W. Wacker Drive, Chicago 6, Ill.

"SKY-GUNS AND SKY-KUPS" BY PROPELLO MFG. CO.

The first of a series of novel flying-action toys manufactured by the Propello Manufacturing Co., 1905 Ingersoll Ave., Des Moines, Iowa will be shown during the toy fair at the showroom of their sales representative, Bernard Funk, 200 Fifth Ave., New York 10.

Described as a new toy with a new twist, the "Sky-Kups" is a unique type of propeller, actually cup shaped, with fascinating flight characteristics. Made of brilliantly colored, flexible plastics, there are no projecting blade surfaces and the manufacturers emphasize its safety appea

To launch a "Sky-Kup" all one has to do is to wind up the big, powerful "Sky-Gun," position a "Sky-Kup" on to the ball smooth gun spiral and squeeze the trigger. And presto!—it zooms high in the air. The "Sky-Gun" itself is a gayly two colored, all plastic unit, excitingly designed to match the dreams of modern youth. The "Sky-Gun," together with 3 "Sky-Kups" comes attractively packaged in a handsome two color window display box to retail at 79c.

Atomic "5" Pistol by Newell

NEWELL INTRODUCES NEW GUNS

In their new Atomic "5" Pistol and their 6-shoot repeater airfire gun, Newell Manufacturing Co., Lowell, Michigan has augmented their growing toy line with two newcomers that are already showing strong indications of becoming best sellers.

The Atomic "5" Pistol uses table tennis balls for ammunition and will handle five of them in one loading. Light in weight, this Newell innovation is beautifully designed and finished in red plastic. A sales-building feature is the fact that each pistol comes in an attractively designed display cartoon. The retail price is $1.49.

The Newell automatic 6-shot airfire repeater gun fires six table tennis balls with one loading. It has a walnut finish, light weight plastic stock and serrated firing grip, which combined with the heavy aluminum barrel and air chamber, make it a toy of strong appeal to young and old. Each Repeater Gun comes individually packed in an eye-catching four-color Target carton with especially strong counter display appeal. The retail price is $5.95.

These two new Newell items, together with their well-known original airfire gun, will be on display at the Toy Fair in Room 568 Hotel McAlpin and at their permanent showroom, Room 419, 200 Fifth Avenue, Nat Redlich representing.

The "Sky-Gun" shoots cup-shaped propellors high into the air.

GEORGE A. ROBINSON & CO., INC. OFFERS CAP CANES

C. B. Robinson of George A. Robinson & Co., Inc., East Rochester, New York reports that they are introducing a new line of Cap Canes at the Toy Fair. Modernly designed and attractive in appearance, the new Robinson Cap Canes are a single shot model and come finished in red silver and blue to retail for 10c. The Robinson firm will also display their extensive line of Carded Tool Sets and Boxed Tool Sets in their Toy Fair room, Room 817, Hotel McAlpin. Their Carded Sets this year are featuring a workable miniature hand drill and the majority of the sets are cellophane wrapped to insure cleaner merchandise and greater eye appeal. The Boxed Sets are noteworthy for more tools and better dealer mark-ups. S. M. Coplon & Son, 200 5th Ave., New York are Eastern Sales Representatives for the Robinson line.

NATEX DOLL CLOTHES

Natex Products, Inc. are turning out a wide range of doll's clothes for manufacturers as well as the chain store and wholesale trade. Nat Trepner of this firm calls attention to the fact that he has had many years experience in the manufacture of doll's clothes and that his personnel is thoroughly experienced in the children's underwear and outerwear fields. The new 1950 line of doll's clothes includes creepers, rompers, polo shirts, pajamas, and a host of other items in doll's wearing apparel, all of which are popularly priced. The complete line is on display at the factory showrooms of the company, 149 Wooster St., New York 12, N. Y.

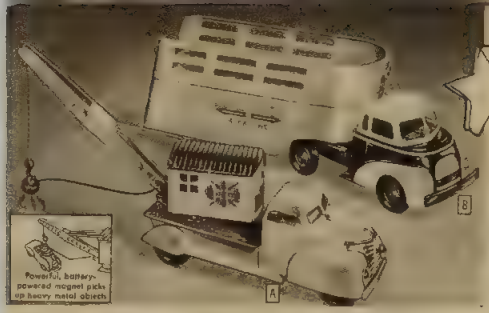
McLELLAN STORES SHOW INCREASE IN TOY SALES

"Our toy sales for 1949 showed a very nice increase over the previous year," says H. L. Bonney, toy buyer for the McLellan Stores Company, New York. "We expect an increase for 1950, though the increase may be smaller. Plastic toys seem to be in great demand, especially on the newer items selling from 5c to 49c. At this time we are beginning to feature our Easter toys and novelties, and we find the three best items at present are the "Skippy" rabbit from Palmer Plastics Co., "Mother Rabbit" from Knickerbocker Plastics Corp., and plastic eggs from the Clarvan Corp.

DUAL LENS CAMERA BY DOVER FILM CORP.

The Dover Film Corporation announces production of the Dual Lens Camera, considered by the manufacturer to be a major advance in popular priced cameras. All picture-taking features have been built into the camera including a novel Sliding Lens Mount with Portrait Attachment for close-ups and Yellow Filter for cloud effects, scenic pictures, etc. The Flash Attachment is so small that it is always on the camera, ready to use. The Dover Dual Lens takes 16 pictures on a standard roll of 620 film, black and white, and 12 on a roll of 620 Kodacolor. The following features are included—coated lens, five lens apertures, synchronized flash, exposure chart and carrying case. A compact and easy to use camera of substantial construction throughout, the camera retails for $11.45, excise tax included. Dover Film Corporation, 151 Hallet Street, Boston 24, Mass., is the manufacturer.

Newell 6-shot repeater airfire gun.



Electro-Magnetic Crane

A Electro-magnet has "on-off" switch. Crank and release lever to raise and lower cable. Cab and 14-inch, 3-position boom revolve. Truck 24 inches long overall, is made of enameled steel. Battery and small car not included. **$2.82**

49 N 6180—Shpg. wt. 4 lbs. 6 oz. . . . $2.82

Big, Semi-trailer Stake Truck

B New 24-in. modern design stake truck has 3 reflectors on front, 2 on rear of trailer. 6 rubber-tired wheels plus spare. All metal, cab interior lithographed. Detachable trailer has collapsible support. Trailer swivels. **$2.79**

79 N 06139—Shpg. wt. 8 lbs. $2.79

Rider Fire Truck . . Siren, Flashing Light

- Red searchlight flashes as hand siren is operated.
- 32½ in. long . . . children can actually ride and steer! Siren mounted on cab in plastic searchlight housing. Red light flashes as siren is operated. (Light uses flashlight battery. Not included.) Heavy duty fire engine with bicycle type seat 11½ in. from . . . Automobile type chassis of extra heavy gauge steel . . . reinforced and welded construction . . . red enamel finish. Auto type steering wheel. Sturdy wheels have steel rims, rubber tires. Truck is lithographed with fire-fighting equipment. Tailgate raises and lowers. **$6.**

79 N 06163—Shipping weight 13 pounds. . . . . .

Actual Scale Models

Leaf springs on dual tandem rear wheels

Retractable landing gear on trailer

Detachable cab has authentic 5th wheel

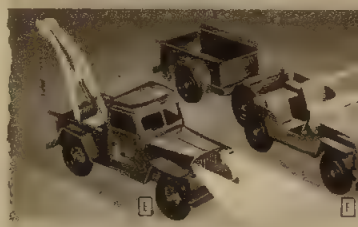
Thrilling detail on die-cast metal cab

Accurately detailed—just like big trucks

Finely detailed scale models brought down to popular prices. Die-cast detachable Cab has authentic "5th wheel" type trailer hitch that locks automatically when backed into trailer. 6-wheel cab-over-engine tractor has dummy headlights, signal lights, metal bumper. Trailers have heavy gauge steel chassis of reinforced and welded construction. Retractable landing gear. Individually mounted, dual tandem rear wheels. Die-cast wheels have truck type treaded rubber tires. **$9.49** Van Truck

C 79 N 06175—De luxe Trailer Truck. Embossed aluminum bed. Removable hardwood sides have metal trim, decorative decals. 24 in. long, 6 in. high, 6 in. wide. Wt. 7 lbs. **$7.79**

D 79 N 06176—De luxe Van Truck. Polished aluminum van body with decorative decals on sides. Double rear door and single side door open and close. 24 in. long, 9 in. high, 6 in. wide. Shipping weight 8 pounds. . **$9.49**



Sturdy steel Jeeps—Electric Headlights

E Willys Wrecker Reduced. 8-in. removable boom, die-cast hook. Headlight battery fits under movable hood. 13-in. truck of heavy gauge enameled steel; movable tail gate. Metal wheels, bumpers, rear hook. Battery not included. Wt. 2 lbs. 8 oz. **$2.23**

49 N 6165. . . . . *Was $2.29* $2.23

F Jeep with Horn, Headlights, Trailer. Hood and windshield raise and lower. Sound horn by pressing steering wheel. Rubber wheels, spare. Trailer has drop tailgate. Enamelled steel, 22½ in. long over-all. Battery not included. **$2.**

49 N 6140—Wt. 3 lbs. . . . .

Clam Bucket Shovel, Road Builder Truck

G Bucket Shovel. Picks up and dumps load anywhere. Heavy gauge all-metal construction; baked-on enamel finish. About 19 in. long overall with boom extended. Cabrevolves on metal base. 2 cranks; one makes ratchet sound. Shpg. wt. 3 lbs. 6 oz. **$1.82**

49 N 6166 . . . . . $1.82

H Road Builder. Scoop loader picks up loads, dumps into b... Release spring lever, b... dumps automatically; tail... opens. Heavy gauge steel; ... amel finish. Steel wh... dummy headlights, grille ... bumper 20½ in. long ove... **$1.**

49 N 6164—Wt. 6 lbs. 4 oz. S...

Clipper Plane, Candy Truck

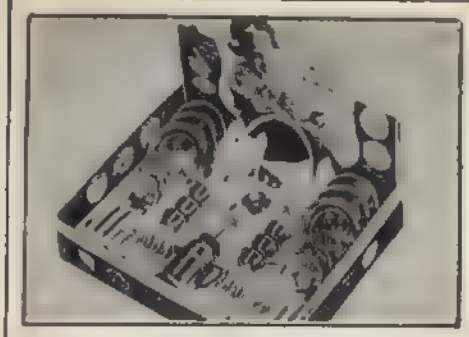
J Pan American Clipper, Enameled steel with decals. 21½ in. long, 27 in. wing spread. 4 dummy motors, propellers turn. Tricycle landing gear. Looks like real clipper plane. **$1.94**

79 N 06129—Shpg. wt. 4 lbs. . . . $1.94

K Dump Truck with Candy Cargo. Bright plastic truck holds 10 packages of Curtiss candy in assorted flavors. 9-in. truck has rubber wheels. **83c**

49 N 6470—Shpg. wt. 1 lb. 8 oz. . 83c

MORE PAGE 173 . . .

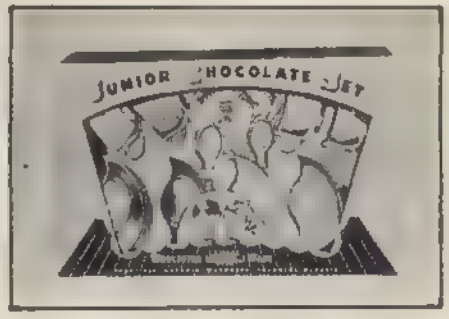


TE130 - PERCOLATOR SET #576T
46 pc. in bright aluminum. Includes percolator, tray, six each cups, saucers, plates, knives, forks, spoons, and paper napkins.
TO RETAIL AT $2.39

TE135 - OPEN STOCK SET #195T
12 pc. assorted cooking utensils. Includes 3 each percolators, double boilers, oval roasters, tea kettles. Special bright aluminum finish. Red enameled handles, knobs, percolator covers.
TO RETAIL AT 35¢ EACH

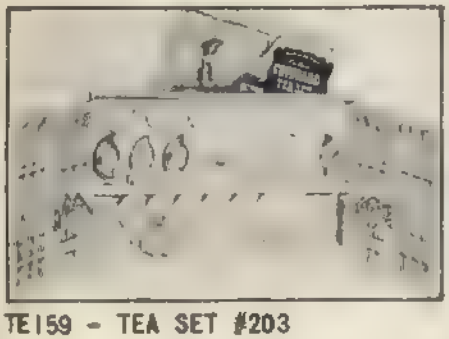
TE140 - BLUE WILLOW TEA SET
#TBW-9200. 32 pc. Includes 4 each cups, saucers, plates knives, forks, spoons, paper napkins. 1 tea pot and cover, sugar bowl, creamer. Packed in colorful display box.
TO RETAIL AT $1.98

TE147- CHINA TEA SET #2112
17 pc. decorated with Donald Duck design. Packed with each set in a gift box.
TO RETAIL AT 98¢

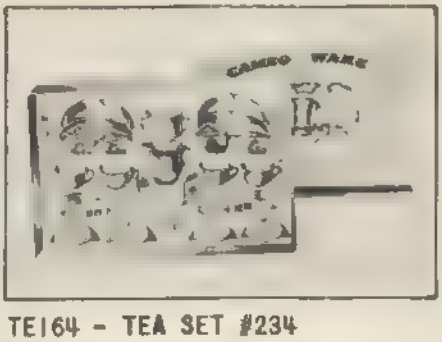


TE155 - JUNIOR CHOCOLATE SET
#97. Practical, durable, washable, colorful plastic. Hand decorated with double brush stroke in three-color floral design. Consists of 4 each cups, saucers, spoons, napkins
TO RETAIL AT 89¢

TE157 - TEA SET #200
30 pc. service for four in durable, colorful plastic. Includes 4 each cups, saucers, plates, knives, forks, spoons, napkins. 1 sugar bowl and creamer.
TO RETAIL AT $1.95



TE159 - TEA SET #203
53 pc. service for six in durable, colorful plastic. Hand decorated with double brush stroke in three-color floral design. Includes table cover.
TO RETAIL AT $3.79

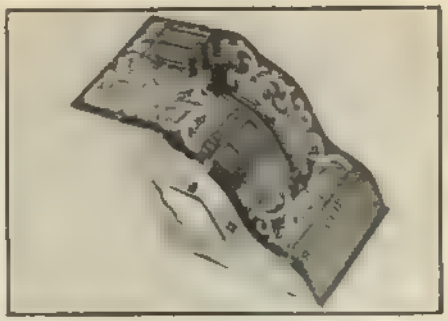


TE164 - TEA SET #234
30 life size pieces of "Cameo-Ware". Service for four in durable plastic with white cameos delicately embossed. Includes 4 each cups, saucers, plates, knives, forks, spoons, napkins. 1 sugar bowl, creamer
TO RETAIL AT $2.89

TE225 - TELEPHONE #868
All steel, red enameled base and receiver with nickel plated return dial. Rings in clear tones when dialed. 8" long receiver in modern design. Receiver cord of durable material is woven in black and green.
TO RETAIL AT 65¢

TE230 - TELEPHONE #70
All metal with dial that rings Finished in red.
TO RETAIL AT 89¢

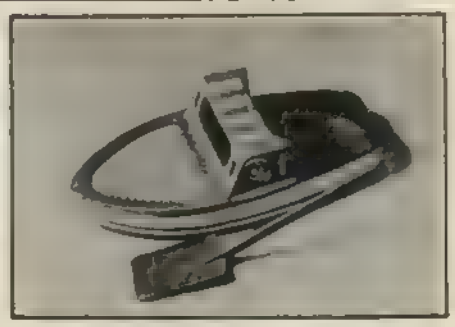
TE233 -PLAY TALKING TELEPHONE
#878. Child can have a conversation by squeezing rubber bulb on receiver and producing simulated words. Beautifully designed in red enamel and nickel plated return dial and bells. Base 6¾ x 4¼". Height 4¼".
TO RETAIL AT 98¢



TE238 - REGISTER BANK #726
Real registering savings bank. After $10 is deposited, door on side is automatically released for withdrawal. Made of lithographed steel. Bell rings with each deposit. 4 x 4 x 2½"
TO RETAIL AT $1.19

TE240 - WA-IT SCALE #94
Made of tough, durable plastic It is accurate and can be used in the home or office as well as in play. Complete with cash drawer. 8-7/8 x 5-3/4 x 6-3/8"
TO RETAIL AT $1.98

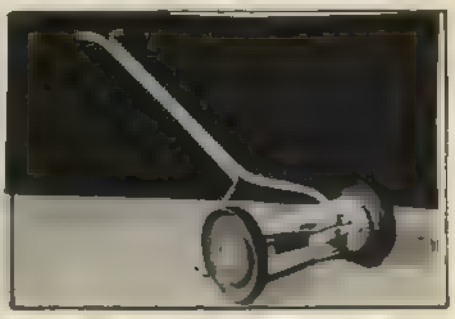
TE284 - SAND PAIL #3
Made of metal. 7-5/8" high and 7¼" wide. Complete with 9½" shovel. Trimmed with attractive lithographed designs. Minimum quantity 2.
TO RETAIL AT 25¢



TE286 - SAND BOAT & SHOVEL #15
Boat is made of all metal, lithographed. 10 x 6 x 2½". Metal shovel is 8½". Each set is individually boxed.
TO RETAIL AT 39¢

TE288 - CHILD'S GARDEN SET #7
Consists of spade, rake and hoe. Spade blade is 6 x 3-3/4" Rake is 4½ x 2". Hoe is 4¼ x 2½". Overall length is 18". Handles are colored.
TO RETAIL AT 29¢

TE289 - CHILD'S GARDEN SET
#290. 3 pc. includes shovel 30" long with 8½ x 5-3/4" blade, hoe 27½" long with 3¼ x 5-1/8" blade, rake 27½" long with 8¼ x 2¼" blade. Blades are heavy gauge steel in assorted colors. Laquered wood handles in assorted colors.
TO RETAIL AT 85¢



TE290 - CHILD'S LAWN MOWER
29 inches overall length. 11½" wide. 5½" double disc metal wheels enameled red, with rubber traction treads. Strongly constructed blades, large natural finished wood roller. Double flat steel handle with rubber grips.
TO RETAIL AT $1.98

J. H. EYERLY & ASSOCIATES

ROOM 1442

MERCHANDISE MART • CHICAGO 54

MADE BY

TACOMA METAL PRODUCTS CO.

414 - 24th ST., TACOMA, WASHINGTON

Cast Hundreds of Objects from Each Mould!

Make Moulds From Liquid Rubber

Flexible, Quick Drying Liquid Rubber Makes Moulds of Almost Any Object!

Now you can make moulds of almost any object you wish with LIQUID RUBBER. After you have made the mould, you can casts objects out of cheap plaster, wax etc. You can make hundreds of casts from each mould. Give your finished castings metallic finish, retouch them in colors, etc.

Mould Any Figure

No Limit to the Variety of Objects You Can Do

Make [illegible] ash trays, lamp bases, pretty [illegible] figures, etc. Cast [illegible] a glass mould. Almost any object is limited only by your imagination. LIQUID RUBBER [illegible] Ordinary plaster compositions will color also, if desired and [illegible] to hundreds of castings. Finish [illegible] sell. Fun as a hobby, profitable [illegible]

No. 3321. LIQUID RUBBER FOR MOULDS. Price Postpaid. $1.35

Midget Racer Speedway

Thrills & Spills Miniature

Auto Speedway

With Fast Action Wind-Up Midget Racers

Action packed [illegible] Full color lithograph [illegible] Cars have powerful [illegible] the wind up motors to give long, durable service. The car runs around the speedway and when it [illegible] automatically releases second car. Should cars [illegible] Use cars on floor, rug, etc. 17x10-inches. With 2 racing cars.

No. 6817. Magic Auto Speedway. Postpaid $2.50

Popular Mechanics Booklet

Projects in Plastics

[illegible] projects [illegible] using thermoplastic and [illegible] plastics. Also [illegible] Shaker [illegible] used to [illegible] [illegible] with [illegible] [illegible] this booklet. [illegible] them, buff, saw trim, polish turn on lathe [illegible] You will be surprised how quickly and easily you can make jewelry, smoking novelties, ornaments, useful articles, etc., quickly, easily, professionally. Sell for profit. Plexiglass and lucite articles are very popular. Learn to etch, engrave, etc. Handy booklet, [illegible] 70 illustrations.

No. 7434. Projects in Plastics. Postpaid 25c

Textile Painting Set

Put Smart, Washable Designs on Your Shirts, Clothes, Any Cloth!

IT'S FUN; IT'S EASY! Any-[illegible] [illegible] [illegible] with [illegible] Stencils [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] **FINISHED WORK IS WASHABLE, COLOR FAST.** [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

Cast Hundreds of Objects from Each Mould!

Make Moulds From Liquid Rubber

Flexible, Quick Drying Liquid Rubber Makes Moulds of Almost Any Object!

Now you can make moulds of almost any object you wish with LIQUID RUBBER. After you have made the mould, you can casts objects out of cheap plaster, wax etc. You can make hundreds of casts from each mould. Give your finished castings metallic finish, retouch them in colors, etc.

Mould Any Figure

No Limit to the Variety of Objects You Can Do

Make [illegible] ash trays, lamp bases, pretty [illegible] figures, etc. Cast [illegible] a glass mould. Almost any object is limited only by your imagination. LIQUID RUBBER [illegible] Ordinary plaster compositions will color also, if desired and [illegible] to hundreds of castings. Finish [illegible] sell. Fun as a hobby, profitable [illegible]

No. 3321. LIQUID RUBBER FOR MOULDS. Price Postpaid. $1.35

Midget Racer Speedway

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Auto Speedway

With Fast Action Wind-Up Midget Racers

Action packed [illegible] Full color lithograph [illegible] Cars have powerful [illegible] the wind up motors to give long, durable service. The car runs around the speedway and when it [illegible] automatically releases second car. Should cars [illegible] Use cars on floor, rug, etc. 17x10-inches. With 2 racing cars.

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Put Smart, Washable Designs on Your Shirts, Clothes, Any Cloth!

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IT SMOKES!

Automatic Cap Gun looks and smokes like a real pistol!

Shoots standard roll of 50 caps

Frontier Smoker

This is the automatic cap pistol that ejects a real puff of harmless smoke powder every time! Hundreds of shots in one filling! Frontier Smoker brings 'em in and brings 'em back for refills. It builds up store traffic—has terrific play value!

This year-around seller now being featured by leading department stores everywhere. Mats and display cards available. Gun is made with or without cap action.

Place your Xmas order now for positive delivery on the date you specify. Warehouse stocks at key points.

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TRADE MARK

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NORTH COAST SALES COMPANY, Portland, Oregon

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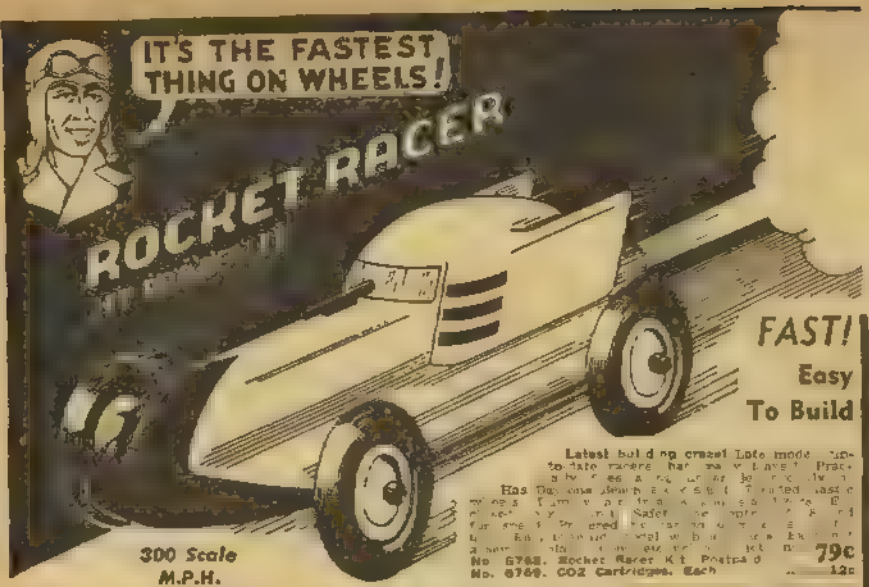


FAST! Easy To Build

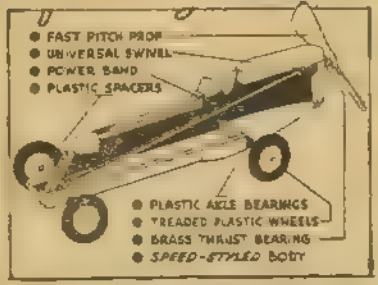
Latest build up crazel Late model up-to-date racers. Has [illegible] Safer [illegible]

No 6768. Rocket Racer Kit Postpaid 79c
No. 6769. CO2 Cartridges, Each 12c

MIDGET RACER JET

Scorcher [illegible] world. Easy to build. Complete [illegible] Powerful [illegible] Detail [illegible]

No 7663 Midget Racer Jet Postpaid 85c



Propeller Driven Racer

NEW! DIFFERENT! FAST! Illustration shows [illegible] Kit [illegible] Rubber [illegible] complete kit.

No. 7868 AIR O DRIVE RACER. Postpaid 50c

Dirt Track Racer

Jet or Regular

Indianapolis Speedway Racer [illegible] CO2 cartridge. Includes [illegible] Easy Building Set. [illegible] Decals. Metal axles & wheels. Build quickly.

No 7664 Dirt Track Jet Racer Model Postpaid 60c

"BLUEBIRD" MODEL RACER

Jet Tubes

We [illegible] model of Sir Malcolm Campbell's famous [illegible] With jet propulsion feature. [illegible]

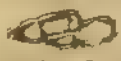
No 7865 Bluebird Racer Kit Postpaid 65c

Jet Gun for Firing CO2 Cartridges

Indispensable for all operations of [illegible] Far [illegible] More power. Ammo [illegible]

No 7668 Jet Gun Each Postpaid 35c

CO2 CARTRIDGES



Carbon dioxide [illegible] In all jet cars, boats and planes [illegible] one operation. With these [illegible]

Postpaid per Box of 10 $1.00.

No 6769 CO2 Cartridges Each 12c

CONTROL LINE WIRE FOR JET JOBS

[illegible] Control Line Wire Per Coil 65c

No 7670

50 Inches

OVER 4 FEET LONG

MAMMOTH AIRSHIP

All parts ready made—just cut out and assemble 8-in. diameter; 50 in. long. Complete with fins.

No. 3304 MAMMOTH AIRSHIP. Postpaid **29c**

MODEL AIRPLANE BOOKS

How to Build & Fly Model Planes

Drawings—easily [illegible] marked with suitable dimensions, [illegible] Hints, [illegible] equipment, model materials.

No. 1775 Postpaid **35c**

Book of Flying Models

[illegible] illustrations. Plans for building [illegible]

No. 1774 Postpaid **15c**

Gas Model Airplane Construction

[illegible] the beginner [illegible]

No. 1056 Postpaid **$1.00**

Control Liners

187 pages — 180 pictures — 17 chapters. History, design, controls and how to fly.

No. 2851 Postpaid **$1.00**

Control Line for Planes, Jets

No. 7870. Complete Line. Wire, 200 ft. Postpaid **65c**

Model Gas Engine Handbook

[illegible] engines [illegible]

No. 1054. Postpaid **$1.00**

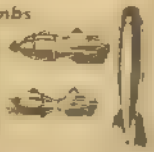
Gas Modelers Guide

[illegible] 32 [illegible] engines. Complete [illegible] how, when & where to [illegible] gas engines.

No. 1055. Postpaid **$1.00**

Bomb Assortment

10 Metal Bombs



[illegible] duration to [illegible]

No. 7241 **35c**

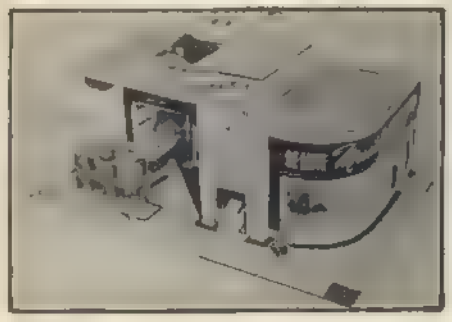
Model Searchlight & Cannon

This [illegible] are well [illegible] equipment, [illegible] [illegible] [illegible]

TS632 - POLICE EMERGENCY SQUAD TRUCK
#474. With automatic bell. The bell clangs as the truck rolls along. Complete with two ladders, first aid kit and torch. Shiny metal trim. 21½ inches long, 6¾ inches wide and 5 inches high. Individually boxed.
TO RETAIL AT $4.95

TS633 - SAND LOADER & DUMPER
#810. Hand crank conveyor loads. End gate opens automatically. Heavy steel construction. Size 24½x10x10¾ inches.
TO RETAIL AT $4.95

TS634 - RAILROAD TRANSFER DELIVERY TRUCK
#703. Extra large delivery body. Chain across rear. Hand truck and accessories. All heavy gauge steel construction. Size 23½x8½x7¾ inches.
TO RETAIL AT $3.98

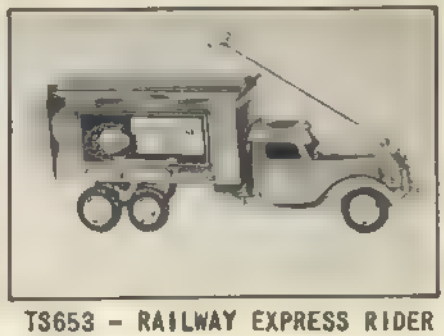


TS638 -MUSICAL SERVICE STATION
#825. All metal printed in bright 4-color lithography. Car ramp operated with crank. As car is brought up to upper level, a music box plays. 2 plastic cars included with fillable gas tanks. Safety masonite base. 24x16x11 inches.
TO RETAIL FOR $4.79

TS641 - RIDER DUMP TRUCK
#702. Steel construction. Removable leatherette saddle seat. All rubber wheels with dual rear wheels. Automatic end gate opening. 21 inches long, 8½ inches wide and 9½ inches high. Two tone baked enamel finish.
TO RETAIL AT $3.98

TS642 - RIDE 'EM LOCOMOTIVE
#3100. New bullet shaped front with shiny trim. Has cross-bar handle for steering. Child may sit on top of cab which serves as seat. Open tender portion may be used for loading. Heavy gauge steel,Rubber tire wheels 27" long, 9½" high, 6¾" wide.
TO RETAIL FOR $3.98

TS649 - HEAVY DUTY RIDER TRUCK
#1703. Extra heavy gauge steel. Auto type chassis. 32½ inches long, 8½ inches wide. 4½ inch rubber tires with heavy steel inserts. Child can actually ride and steer it.
TO RETAIL AT $4.95



TS653 - RAILWAY EXPRESS RIDER TRUCK
#763. Hinged doors on rear with lock.Top removable for extra play value. Rear tandem wheels. Heavy gauge steel construction. 25x6½x9¼ inches.
TO RETAIL AT $4.95

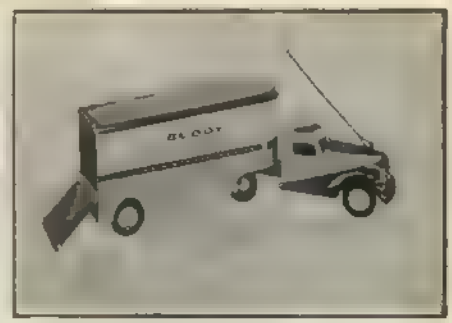
TS659 - CONCRETE MIXER
#832. Will actually make concrete. Skip raises to load drum. Drum is cranked for mixing, then tipped into discharge position. Rat-tat-tat motor sound. All steel construction. 10¾x11¾x10½ inch.
TO RETAIL AT $5.95

TS665 - FORD
Electric remote control. True reproduction of Ford Custom Sedan, 1/25 actual size. Sturdy metal chassis, rubber tires on wheels. Starts, stops, steers and reverses with finger tip control.

TO RETAIL AT $6.95

TS666 - CITY SPECIAL DELIVERY RIDER VAN
#853. Hinged door in rear with lock. Top removable. All heavy steel. Size 24½x7½x10 inches

TO RETAIL AT $5.95

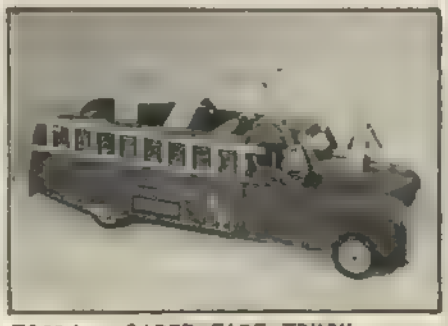


TS670 -VAN LINES RIDER TRAILER
#818. Tailgate opens for loading. Removable top. Trailer rest wheels. Automatic coupling. Heavy steel construction. Size 35½x6½x10 inches.

TO RETAIL AT $8.75

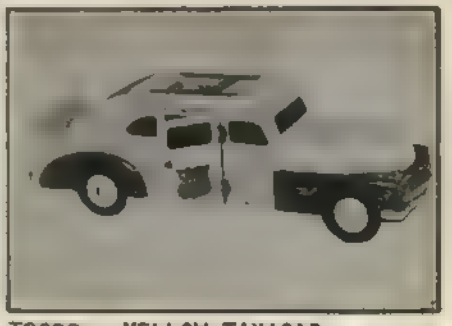
TS677 - HEAVY DUTY RIDER FIRE TRUCK
#1704 Extra heavy gauge steel Auto type chassis. Bicycle type seat Hand operated siren Light flashes as siren operates. 4½-inch rubber tires. Can actually be ridden. 32½ inches long, 15" high, 8¾" wide.

TO RETAIL AT $6.95



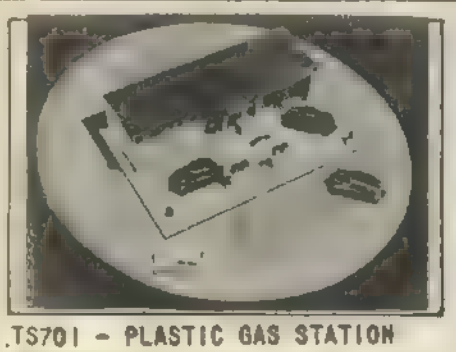
TS691 - RIDER FIRE TRUCK
#3300. Heavy gauge steel. Removable seat which child can sit on and propel it along. Steering wheel, two 24" interlocking ladders which can be extended from base of body. Loud siren and bell. Red. Rubber tires. 32½x7x13½ inches.

TO RETAIL AT $6.49



TS693 - YELLOW TAXICAB
#482. Has sliding plexiglass window on top. Swinging doors and large luggage compartment. Sturdily constructed of heavy gauge steel with bright shiny metal accessories and rubber wheels. 18½"long, 5½" wide, 6½" high. Individually boxed.

TO RETAIL AT $7.95



TS701 - PLASTIC GAS STATION
#GS100. Includes four cars, swinging overhead garage doors and jackup lifts. Simulated pumps and cash register. Color fully decorated. Size 8½x6x2½ inches.

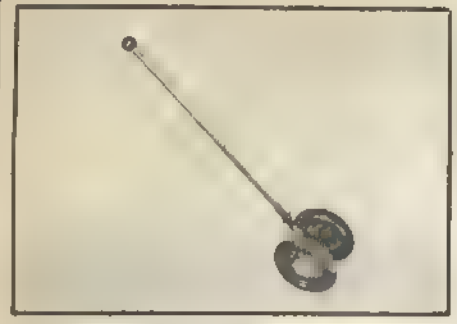
TO RETAIL AT 98¢

TS706-KEYSTONE SERVICE STATION
Releases "GAS" from translucent gas tank with hose valve. Overhead lights. "Oil" can be drained. Plastic parking meter operates when penny is inserted. Masonite and tekwood. Size 8x5½ inches. Comes set up.

TO RETAIL AT $1.98

TS710-KEYSTONE SERVICE STATION
#183. Elevator goes to roof. Signal light over door changes. Translucent plastic gas tank & pump with overhead lights. Wash pit with stream of water. Hood on car lifts and a valve releases "Oil". Air reel. Masonite and tekwood. 15¾x23½".

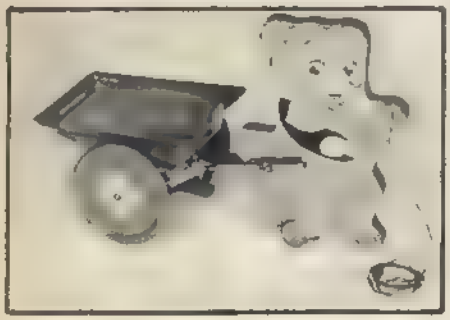
TO RETAIL AT $4.95



TG900 - PUSH CHIME
#810. Bright enameled 5-inch steel wheels. Nickel plated gongs and connecting shafts. Pushed by enameled stick. Assorted colors. 23¾-inches overall. 4½ inches wide.
TO RETAIL AT 59¢

TG911 - PULL CHIME ASSORTMENT
#600. Attractively designed dog and horse pull chime assortment. 5-inch enameled steel wheels. Nickel plated chimes. 12 inches long, 6 inches high, 14 inches wide. Asst. includes some horses, and some dogs.
TO RETAIL AT 98¢ EACH

TG920 - SPIN-BALL PUSH CHIME
#828. Eight bright enameled two-tone colored balls spin around large nickel plated chimes mounted between 5-inch steel wheels. Pushed by enameled stick. Assorted colors. 23½ inches overall, 6½ inches wide.
TO RETAIL AT 98¢

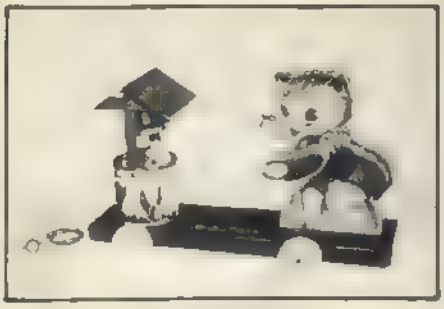


TG930 - TEDDY BEAR DUMP CART
#921. Attractively designed teddy bear pulls a 4x6-inch red enameled steel cart. Easy acting lever allows cart to dump. Cart mounted on large green enameled steel wheels. Nickel plated bells concealed in wheels. 12x4x8 inches.
TO RETAIL AT 98¢

TG935 - HOBBY HORSE CHIME ASST.
#805. Two styles horse heads in this assortment. Mounted on enameled sticks with enameled 5-inch steel wheels. 34 inches long, 4½ inches wide.
TO RETAIL AT 98¢

TG940 - DOUBLE HORSE PULL CART
#608. Two colorful lithographed horses, mounted on wood, pull bright red enameled cart with green enameled steel wheels. Equipped with nickel plated chimes in wheels. Nickel plated bells concealed in wheels. 12x4x8 inches.
TO RETAIL AT $1.19

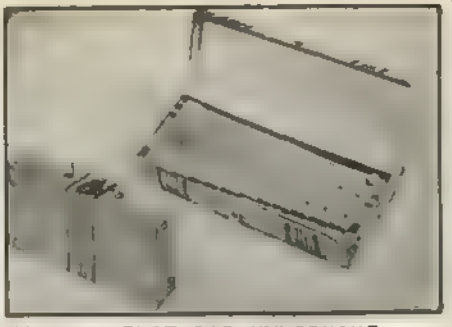
TG950 - TEDDY BANG BELL
#960. The side action arms of the colorful teddy ring the nickel plated bells as it is pulled along. Mounted on bright red enameled metal platform. 11½x10½x5 inches.
TO RETAIL AT $1.49



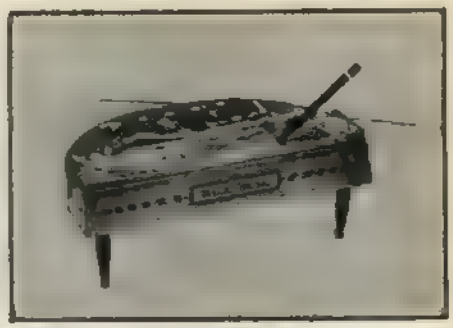
TG960 - DING DONG BELL
#950. "Pussy in the Well." Popular nursery rhyme cleverly adapted as an action pull toy. Mounted on blue enameled metal platform. Nickel plated bell mounted in the red metal roof of the well. 13¾x8¾x5 inches.
TO RETAIL AT $1.49

TG962 - TRICKY PUPS PULL TOY
#970. Large dog rings nickel plated bells as the smaller pup merrily dances. Mounted on red enameled metal platform 13¾x11x5 inches.
TO RETAIL AT $1.49

TG321 -8 KEY XYLOPHONE
#1108. Colorfully lithographed. Sturdy metal frame with sounding box for brilliant tone. Brass tubes. Complete with 2 hammers and specially arranged song sheet. Individually boxed 12-5/8x7-5/8x1-3/8"
TO RETAIL AT 98¢

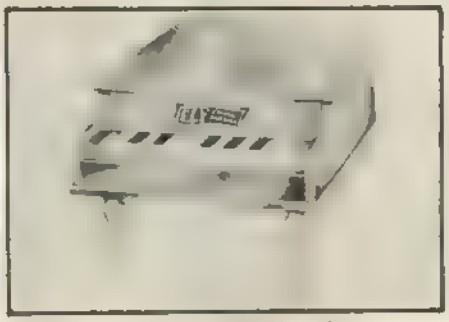


TG335 - FLAT BAR XYLOPHONE
#1212. 12 flat metal bars in colorful, useful carrying case with clasp and handle. 2 playing hammers.
TO RETAIL AT $1.89



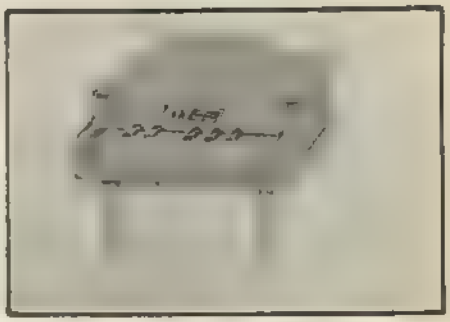
TG610.- MAGIC MUSIC
#51. A new and unusual musical toy for teaching small children kindergarten tunes easily. To play the toy, the child merely follows the holes in the music chart with a rod that is included. 10x3½" box.
TO RETAIL AT 79¢

TG666 - MUSICAL TRUMPET
#65. Lithographed metal with plastic mouthpiece and plated metal handle. 14½" overall length. 3¼" bell diameter. Minimum quantity 2.
TO RETAIL AT .19¢



TG723 - 8 KEY GRAND PIANO
#808. Table model with Mello-Tone chime. Keys are identified with letters marked on them. Size 10½x7½x5½".
TO RETAIL AT $2.49

TG728 - 10 KEY GRAND PIANO
#810. Color blue. Size 9x11x5"
TO RETAIL AT $2.49



TG731 - 13 KEY GRAND PIANO
#813. Equipped with sharps and flats. Luxurous wood finish. Size 10½x8x5½".
TO RETAIL AT $2.89

TG733 - FUTURLAND GRAND PIANO
#412. All plastic in red color with 17 keys, 10 white and 7 black. Legs are yellow. Individually boxed.
TO RETAIL AT $2.79

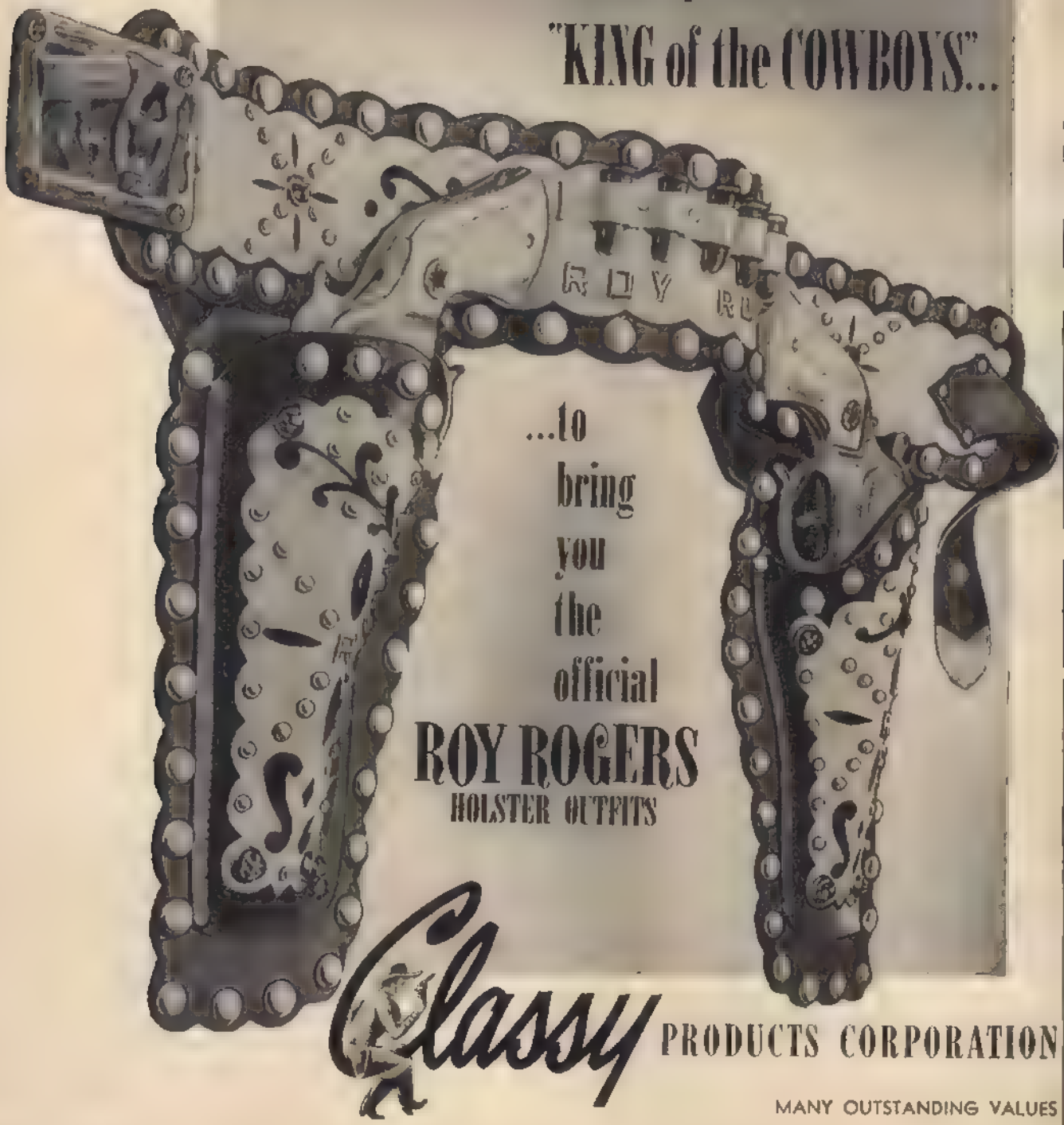
TG742 - PIANO
#150X. Ivory with steel harp and sounding bars. Size 13½x12½x5½". Individually boxed.
TO RETAIL AT $3.95

TG743 - 15 KEY GRAND PIANO
#815. Has 15 keys. Color blue. 13½x12¼x5½". Individually boxed.
TO RETAIL AT $3.79

the "KING of HOLSTERS"

teams up with the

"KING of the COWBOYS"...



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- ★ Finger Paints
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- ★ Crayon and Paint Sets
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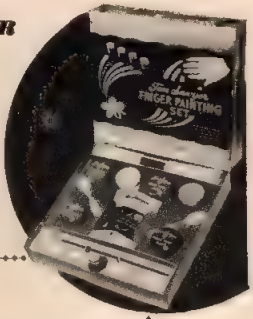

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- ★ Our New 1950 Jean Darling Play Creations

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- ★ Crayon Sets
- ★ Paint Sets
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TP158 -TAXI WITH MYSTERY MOTOR
#33. Replica of streamlined sky-view taxicab. Equipped with new, more powerful mystery motor operated by pressure on the back of the top that sends the cab speeding ahead. No winding required. Lithographed in brilliant colors
TO RETAIL AT $1.45

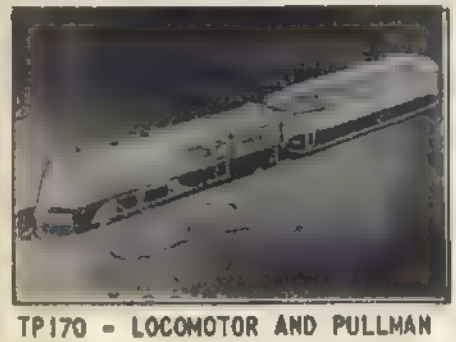
TP159 - TODDLING DOLL
#1388. Waves its arms while it toddles. Made of plastic with colorful details. Dressed in sleeping togs. 9 inches.
TO RETAIL AT $1.49

TP160 - DAREDEVIL MOTOR COP
#825. Travels in a circle. Policeman falls then rights himself. Powered by strong, clock spring motor. 6" x 8½" x 3½".
TO RETAIL AT $1.49

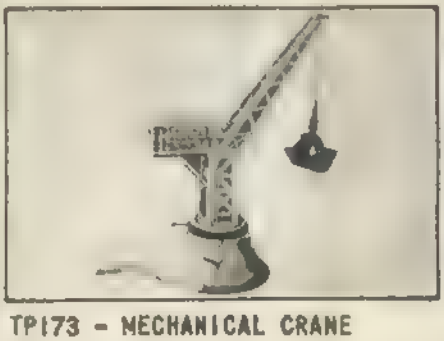
TP161 - SUBMARINE
#S87. Dives and rises like a real submarine. Directions of surface cruising can be controlled by adjusting the fins and rudder. Durable construction with strong, easy-to-wind motor. 13½ inches long. Individually boxed.
TO RETAIL AT $1.59

TP163 - SPEEDBOAT
#SB150. Streamlined replica of a real speedboat with detachable outboard motor. Has extra strong wind-up motor. Finished in attractive colors. 13-7/16" x 5½" x 4".
TO RETAIL AT $1.49

TP165 - SKI JUMPER
#32A. The ski scout glides down the incline, and before reaching the base he leaps into space, does a complete somersault in mid-air to clear the obstacle, then lands and rolls ahead for a long distance. 24 inches long.
TO RETAIL AT $1.59



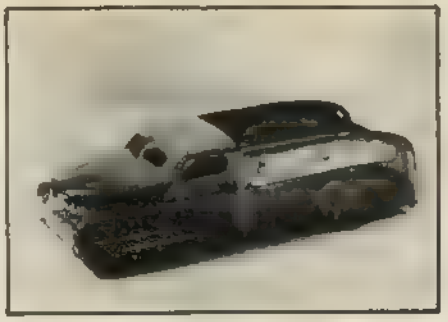
TP170 - LOCOMOTOR AND PULLMAN
#163. Big all metal locomotive is coupled to a modern pullman car. Equipped with bell. 31½ inches long.
TO RETAIL AT $1.65



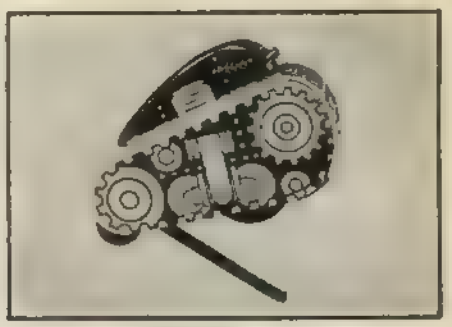
TP173 - MECHANICAL CRANE
#20. Lever controls revolving action of crane, and raising or lowering of bucket. Made of colorfully lithographed metal. 18 inches high. Individually boxed.
TO RETAIL AT $1.59

TP180 - LIZ-WHIZ
Toy with mystery wheels. Monkey is all latex with famous latex whistle. Monkey's tail will stretch a full yard. Car with wobble wheels moves in straight line and makes clicking noise. Colorful plastic construction.
TO RETAIL AT $1.69

TP128 - MECHANICAL ALLIGATOR
#175. He crawls and snaps his jaws when wound up. Made of lithographed metal with clock-like motor. 15 inches long. Individually boxed.
TO RETAIL AT 59¢



TP129 - DELIVERY TRUCK
#931. Has movable tail gate, dummy headlights and bumper. Made of lithographed steel with long running spiral motor and attached key. 13¼ inches long, 4½ inches wide, 4 inches high.
TO RETAIL AT $1.15

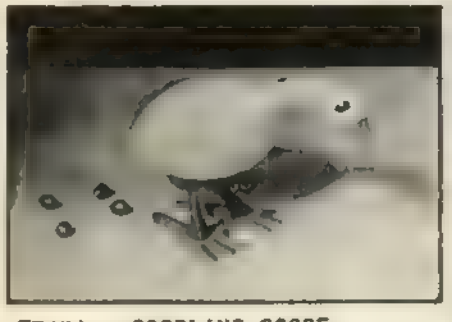


TP137 - TURNOVER TANK
#365. Lithographed in camouflaged design. When wound, tank turns completely over on its back and over again to its original position. Key attached. 4 inches long, 2-3/8 inches wide, 3-3/4 inches high.
TO RETAIL AT 89¢

TP138 - ROLLOVER CAT
#239. Cat moves forward and stops occasionally to roll over on its side and back on its feet. Has strong clock spring motor. Made of lithographed metal with rubber ears 5-3/4 inches long, 1-3/4 inches wide, 2-5/8 inches high.
TO RETAIL AT 89¢

TP139 - FLIPPO DOG
#75. Dog flips over several times then returns to a sitting position. Made of lithographed metal with strong clock spring motor and attached key. 3-3/4 inches long, 2¼ inches wide, 3½ inches high. Individually boxed.
TO RETAIL AT $1.09

TP140 - CRAWLING BABY
#1364. Crawls on the floor like real babies do. Dressed in panties. Body and face are flesh colored. 5 inches long, 4½ inches high.
TO RETAIL AT $1.19



TP141 - GOBBLING GOOSE
#292. Waddles as it moves, pecks the ground and lays golden eggs. Made of colorful plastic. Powered by a strong, long running motor with attached key. 9½ inches long, 4 inches high.
TO RETAIL AT $1.19

TP149 - TOM THUMB REGISTERS
#248. Real cash registers for youngsters. Complete with metal play money.
TO RETAIL AT $2.85

TP151 - ADDING MACHINE
#39. Adds up to 9999 accurately. Compact, all metal construction. Educational and fun Youngsters can operate it easily. 6¼" x 9".
TO RETAIL AT $1.79

ACTION GALORE!

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The greatest action toy ever seen. Wind it up, release the brake and WHEEEE—away it goes—sparks flying from its exhaust. New principle in noise makers produces a shrill scream and WHAM, when it hits the target an explosion!

Specifications: 15 inches long—nose-fuselage—tail of red and white heavy, high impact acetate—Non-breakable spring in wind-up motor—Replaceable flint for sparker. Individually packaged in a sturdy three color box—suggested retail only $2.98.

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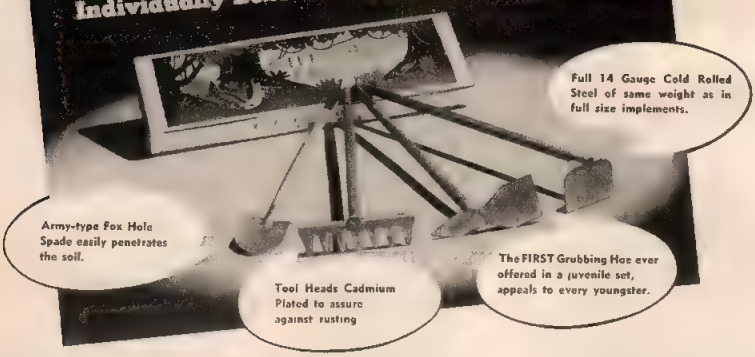
Little Dwarf Garden Set

Individually Boxed **Nationally Advertised**



Full 14 Gauge Cold Rolled Steel of same weight as in full size implements.

Army-type Fox Hole Spade easily penetrates the soil.

Tool Heads Cadmium Plated to assure against rusting

The FIRST Grubbing Hoe ever offered in a juvenile set, appeals to every youngster.

Individually Packaged in attractive three-color box . . .

The PERRY COMPANY ★ Waco, Texas

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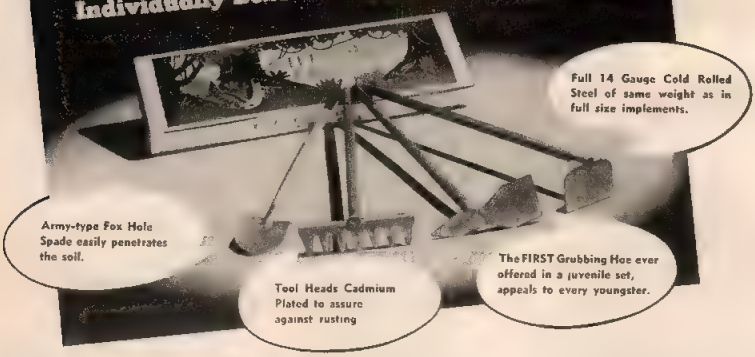

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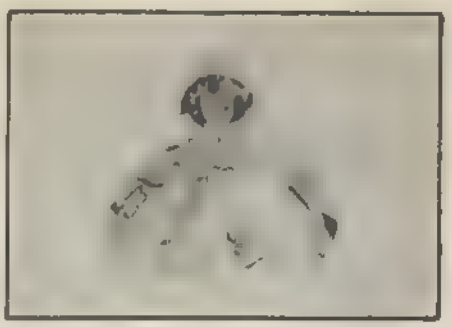
Individually Packaged in attractive three-color box . . .

The PERRY COMPANY ★ Waco, Texas

This four-piece set retails for $1.00

LOCAL TRADE DISCOUNTS PREVAIL

T6980 - WESTERN HOBBY HORSE
#809. Features unique leg action and a saddle. Legs and head are mounted on heavy board. Saddle is made of green enameled metal. Wheels are 6-inch enameled metal. Nickel plated chime between wheels. 33 inches overall.
TO RETAIL AT $1.98



TH3 - MARY HAD A LITTLE LAMB
Tell me a story doll. 5-inches tall. Beautifully dressed to represent the story. Each in individual gift box.
TO RETAIL AT 98¢

TH4 - VIVIAN DOLL
Tell me a story doll. 5 inches tall. Beautifully dressed to represent a story. Each in individual gift box.
TO RETAIL AT 98¢

TH5 - ISOBEL DOLL
Tell me a story doll. 5-inches tall. Each doll beautifully dressed to represent a story. Each in individual gift box.
TO RETAIL AT 98¢

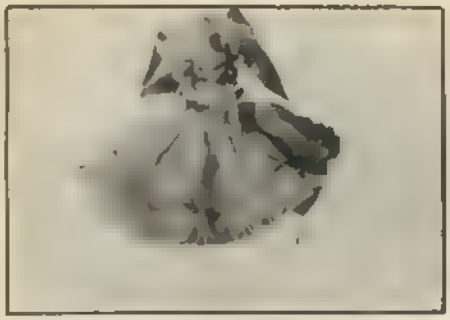
TH6 - REBECCA DOLL
Tell me a story doll. 5-inches tall. Beautifully dressed to represent a story. Each in individual gift box.
TO RETAIL AT 98¢

TH7 - GWENDOLYN DOLL
Tell me a story doll. 5-inches tall. Beautifully dressed to represent a story. Each in individual gift box.
TO RETAIL AT 98¢

TH8 - ALICIA DOLL
Tell me a story doll. 5-inches tall. Beautifully dressed to represent a story. Each in individual gift box.
TO RETAIL AT 98¢

TH9 - BRIDE DOLL
Tell me a story doll. 5 inches tall. Beautifully dressed to represent a bride. Each in individual gift box.
TO RETAIL AT 98¢

TH10 - BRIDESMAID DOLL
#218. A 5-inch doll with plastic body. Dressed in blue organdy trimmed with pink. Doll has hair and painted features.
TO RETAIL AT 98¢



TH11 - MAID OF HONOR DOLL
#219. 5-inch plastic doll. Dressed in a pink organdy dress and short veil. Doll has hair and painted features.
TO RETAIL AT 98¢

TH13 - BRIDESMAID DOLL
#435. A 7-inch plastic body. Movable head and movable eyes Lacelon dress over satin. Matching hat. Carries bouquet.
TO RETAIL AT $1.98

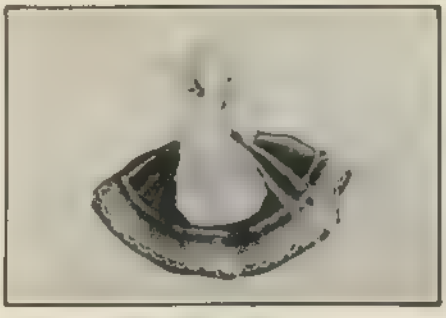
TH14 - FLOWER GIRL DOLL
#439. A 7-inch plastic doll with plastic body, movable head and movable eyes. Many tiered ninon dress trimmed with silk braid. Carries flower basket.
TO RETAIL AT $1.98

TH15 - DEL RIO DOLL
Character doll dressed to represent South American dancer. One of world series dolls. These are really collectors dolls. 7-inches tall. Beautiful material and finish. Each in a gift box.
TO RETAIL AT $1.98

TH16 - BRIDE GROOM DOLL
#444. Character doll dressed in formal wedding clothes. One of world series dolls. These are really collectors dolls. 7-inches tall. Beautiful material and finish. Each in a gift box.
TO RETAIL AT $1.98

TH17 - NUN DOLL
#459. Character doll dressed in habit of nun. One of world series dolls. They are really collectors dolls. 7 inches tall. Beautiful material and finish. Each in a gift box.
TO RETAIL AT $1.98

TH18 - BRIDE DOLL
Character doll dressed in beautifully made bridal gown complete with veil. One of world series dolls. These are really character dolls. 7-inches tall Beautiful material and finish. Each in a gift box.
TO RETAIL AT $1.98



TH19 - GRETCHEN DOLL
Character doll dressed in national costume. One of world series dolls. These are really collectors dolls. 7 inches tall. Beautiful material and finish. Each in a gift box.
TO RETAIL AT $1.98

TH20 - GYPSY DANCER DOLL
#465. Dressed in colorful costume of gypsy dancer. One of world series dolls. These are really collectors dolls. 7-inches tall. Beautiful material and finish. Each in a gift box
TO RETAIL AT $1.98

"'CATERPILLAR' DIESEL POWER

Saves 75% on Fuel

Really Pays Off in Timely Farming"

—Edward J. Bose, Bessie, Oklahoma

▶ Just by cutting his fuel bill by 75%, these two "Caterpillar" Diesel Tractors save $23.50 each 11-hour shift, for Edward J. Bose, Bessie, Oklahoma. That's important cash money, but it's one of the minor advantages this power gives him.

For example, the 43-HP D4 pulls two 10-foot one-ways at fourth speed, to cultivate 80 acres of summer fallow each 11 hours, and the 8-10 plow D6 seeds 190 acres in 11 hours with a 45-foot hitch of deep-furrow drills. Such performance multiplies manpower efficiency, and times operations "on the button".

Besides, the all-soil, all-weather traction of the broad tracks assures ample pulling power for top-grade farming—under any variety of conditions.

"We can plow deeper, faster, and earlier with 'Caterpillar' Diesel Power," states Mr. Bose. "That means the difference between success and failure here. Timing summer fallow jobs to conserve moisture, and harvesting on time, are where this power really pays off."

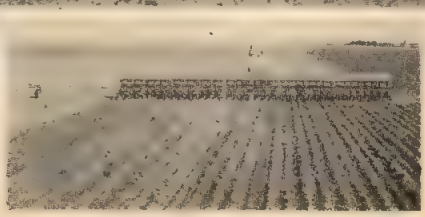
Visit your "Caterpillar" Dealer—appraise the profit advantages of *hitching your future to this power.* And request the booklet, "Efficient Traction", direct from "Caterpillar".

CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS, U. S. A.

Prices of "Caterpillar" Diesel Tractors per plow-bottom of capacity compare favorably to those of other power, *on wheels or tracks.* Owners figure that one of these Diesels will save its price, in fuel dollars alone, within 8 ordinary farming seasons. And "Caterpillar" Diesel Tractors that have done what equals 25 tractor years of heavy farming, are still dependably at it!

Price of a standard 44" gauge 6-plow D4 is $4,425.00, f.o.b. Peoria, Illinois. Price subject to change, without notice.

WORLD'S PIONEER BUILDER of SUCCESSFUL track-type and Diesel-Powered TRACTORS



CATERPILLAR

REG. U. S. PAT. OFF.

Diesel Farm Tractors

HOW D2 BACKS CREAM & PORK PROFITS

...CUTS FUEL BILL TWO-THIRDS!

...FOR LEONARD G. OBERBROECKLING, NEW VIENNA, IOWA

This efficient family-sized, hog-and-dairy operation swaps cost-cutting, big-capacity Diesel power for chor-ing time that pays big returns. The 4-plow "Caterpillar" Diesel D2 Tractor gives weather-beating traction and deep-cushioned comfort, to boot—on the Leonard G. Oberbroeckling farm, New Vienna, Iowa.

Bone-dry, road-hard, tough clover sod yields readily to heavy-duty D2 power and traction. Their D2 is shown plowing at fourth speed, on less than 2 gallons of non-premium fuel per hour.

The D2's 32 drawbar horsepower, kept "harnessed" by light-treading tracks, enables disking and harrow-ing up to 6 acres per hour. With power take-off hay-chopper, this tractor chops up to 8 tons of dry clover-timothy, hourly. Its accurately-governed Diesel engine delivers hour-saving pulley power grinding rations.

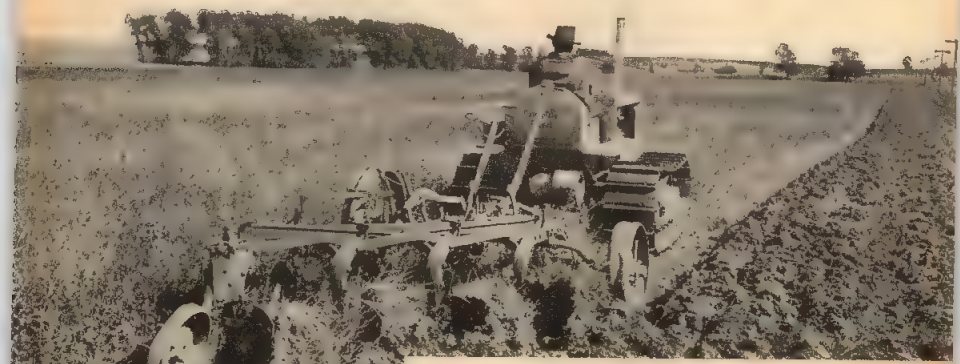
The Oberbroecklings gain days and save labor with the D2 to produce Grade A cream in a 28-cow dairy; and to raise 180 hogs per year, without "over-doing"! Besides, this D2 cuts their fuel bill 66⅔% compared to spark-ignition power used to cultivate corn.

"Have been operating tractors 29 years, and the D2 is the most powerful and economical I ever drove," states Leonard G. Oberbroeckling. "You sit on a cushion and have a soft back rest. When you want to turn, just pull a lever."

• • •

Find out what a "Caterpillar" Diesel Tractor offers you —in profit, health and satisfaction advantages. See your "Caterpillar" Dealer about the size you need!

CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS



CATERPILLAR

REG. U. S. PAT. OFF.

Diesel Farm Tractors

DIESEL ENGINES • TRACTORS • MOTOR GRADERS • EARTHMOVING EQUIPMENT

HOW BUSHEL-BOOSTING DIESEL D2

STACKS DOLLARS... SOCKS EROSION

...and Elmer J. Groenwoldt, Davenport, Iowa, is the boss on his "Caterpillar" Diesel D2 Tractor's deep-cushioned seat. He farms his way, hills and all; harvests when he wants to.

His corn crops yield 90 *plus* bushels-per-acre, average. Behind these yields are practical rotations and effective use of last year's crop residues. Stalks and stubble, chopped and mixed with a heavy-duty cover crop disk, aid the soil; help control erosion. And his D2 makes seedbeds so smooth, corn planters can't cheat on plant population! The D2's power-traction combination backs his success. Also the broad, gripping tracks contribute to amazing fuel economy. And these tracks act like bridge planks, to prevent harmful soil-packing.

- *"My crops are consistently better since I got the D2," states Mr. Groenwoldt. "Soil compaction is out. The tracks do not rut or mark the soil, nor make hard spots, as rubber tires did. That removes a major cause of soil erosion. I now use the wheel tractors only for corn cultivating and light hauling.*

- *"My D2's 1949 fuel bill was $71. With spark-ignition power, farming the same acreage, it formerly averaged $400 per year.*

- *"A 'Caterpillar' Diesel Tractor is the best bargain on the market, when you figure the cost per plow bottom of capacity, economy of fuel and upkeep. At the present rate of wear, my D2's tracks will outlast 3 sets of rubber tires."*

Owners, the country over, are using this big-capacity power to conserve manpower—to gain the yield advantages of timely, thorough farming.

CATERPILLAR TRACTOR CO.
600 West Washington St., Peoria, Illinois

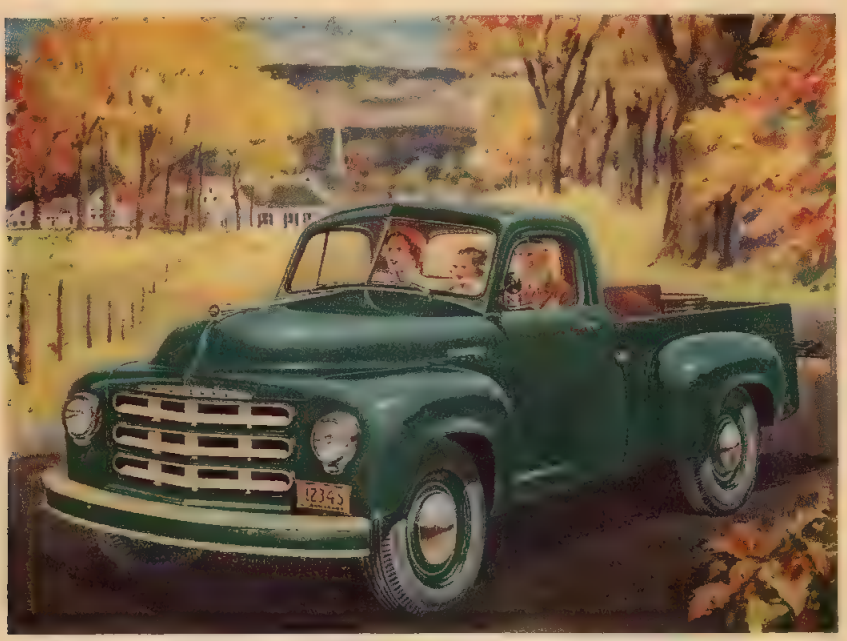
Gentlemen:

I farm _____ acres. My principal crops are _____, _____, _____.

Please send me, without obligation, your booklet, "Built for the Farm."

Name _____

CATERPILLAR
REG. U.S. PAT. OFF.
Diesel Farm Tractors



½-ton 6½-foot pick-up—¾-ton and 1-ton 8-foot pick-ups are also available

First trucks to offer you gas-saving overdrive*

AGAIN Studebaker has been first to score with a real advance in truck engineering!

Studebaker's thrift-assuring overdrive is available at extra cost in the half ton and three-quarter ton Studebaker trucks.

This Studebaker overdrive transmission starts paying its way right away in extra mileage per gallon—and, what's more, it lengthens engine life. Engine revolutions are reduced about one-third—without affecting road speed!

With or without overdrive, any of the soundly constructed, reliable new Studebaker trucks helps you to save substantially on all your hauling costs.

A Studebaker Econ-o-miser or Power-Plus engine, exactly right in torque and horsepower, comes through with superb, low-cost performance for you mile after mile. Get the convincing proof. Stop in and see a nearby Studebaker dealer now.

STUDEBAKER TRUCKS

Noted for low cost operation

*Overdrive at extra cost on ½-ton and 1½-ton models.

Sizes and wheelbases for hundreds of hauling needs! The rugged, handsome Studebaker trucks come in ½, ¾, 1, 1½ and 2 ton models. Two great Studebaker truck engines—the high-efficiency Econ-o-miser

Low cab floor and enclosed safety steps—automatic "hold-open" door stops and tight-gripping rotary door latches, too. Two arm rests and sun visors. Dual windshield wipers. Metal-lined doors and dash com-

Amazing all-weather comfort! Studebaker's Truck Climatizer, available at extra cost, thoroughly heats and ventilates the roomy cab. Built-in window wings, foot-controlled floor ventilators and Ad-

Father-and-son teams and other trustworthy craftsmen build wear-resisting ruggedness into all Studebaker trucks. The result is real protection against costly repairs.

McCormick* FARMALLS*

First in the field!

First because of extra values—like these

Farmalls give you *more for your money.* Here, for example, are some of the extra values you'll find in the 2-plow Farmall C:

Stars at ALL jobs on all crops. Farmall C gives you tricycle design for pin-point turning; big 36-inch rear wheels for good traction; easy wheel tread adjustment *without removing wheels;* high crop clearance. There's a *complete* line of matched McCormick implements . . . every machine you need for every crop you grow.

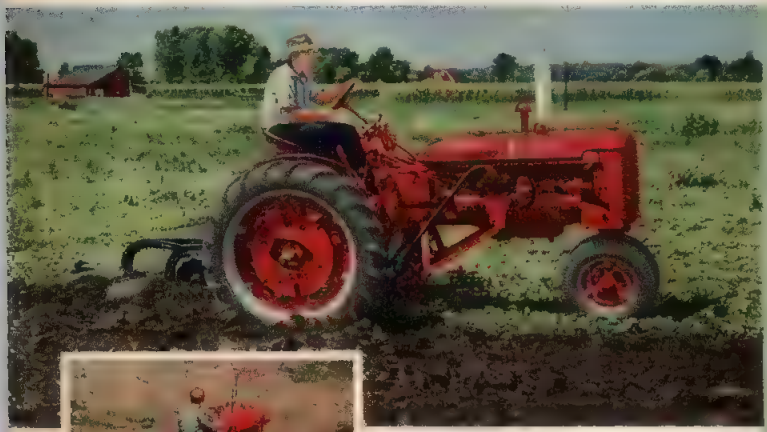
Lets you watch your work. When you cultivate with a Farmall, you watch the gangs while facing *ahead.* Your good view lets you work close to the rows for better weed control. No tail-swishing tools to dig up your crops when cultivating check-rows or on the contour.

Gives FULL hydraulic control. The Farmall C Touch-Control system does far more than lift tractor-mounted implements. It *lowers* them, too—as gently as you wish. It exerts *positive downward pressure* to assure the working depth you choose. It gives you *selective control* of right and left gangs or *delayed lifting* and lowering of rear gangs. And you have hydraulic power even when the clutch is disengaged.

Protects power-take-off-driven implements. The Farmall C power take-off shaft never turns too fast. It is geared to turn at standard ASAE speed when the engine is at full throttle for maximum drawbar pull.

Gives you all-day comfort. You get smooth riding in the wide, upholstered Farmall C seat with its spring mounting and its hydraulic shock absorber. You're up out of the dust zone, away from the engine heat.

See on your own farm how a McCormick FARMALL will give you more for your money. Ask your IH dealer for a free demonstration. Ask about the income purchase plan, too.



FARMALL C, shown here with a direct-connected McCormick 2-bottom plow, is a 2-plow tractor under all average conditions. In corn and cotton it's a 2-row tractor: plants 25 to 35 acres a day, cultivates 30 to 40 acres.

FARMALL CUB does any job a team can do, often at twice the speed. Matched McCormick implements equip the Cub to do almost every job on every crop . . . to mechanize farms up to 40 acres, or to free larger tractors for the heavier jobs on larger farms.

3 OTHER SIZES, TOO . . . 5 FARMALLS IN ALL . . . so there's a Farmall that's exactly right for you.

FARMALL SUPER A
1-plow, 1-row tractor

FARMALL H
Full 2-plow tractor

FARMALL M
FARMALL MD (diesel)
Full 3-plow tractors

Observe Farm Safety Week—July 23 to 29

*McCORMICK and FARMALL are separately-registered trade-marks of International Harvester Company

SEND FOR FREE BOOKLETS

Read all about the five Farmall tractors and what each can do for you. No cost, no obligation. Simply send the coupon.

International Harvester Company
P. O. Box 7333, Dept. F, Chicago 80, Illinois
Please send me free booklets on:

- ☐ Farmall Cub
- ☐ Farmall C
- ☐ Farmall Super A
- ☐ Farmall H, M, and MD (Diesel)
- ☐ I'd like a Farmall demonstration on my own farm

I farm _____ crop acres. Main crop _____

Name _____

Post Office _____ State _____

INTERNATIONAL HARVESTER

Choose a Massey-Harris Tractor for longer life, greater economy, more power

Like a shoe fits your foot, there is a Massey-Harris Tractor to fit your farm . . . to give you just the size of power you need for your acres . . . the type of tractor to fit your crops.

Matching each of them is a complete line of mounted, semi-mounted, and drawn tools to give you that balance between power and load that makes for maximum operating efficiency.

This adds up to lower production costs and greater profits. The more so because there is greater economy in Massey-Harris Tractors themselves. They are built to give you more years of dependable service. There are Massey-Harris Tractors that have delivered 3,000, 4,000 hours of field work without major overhauls.

Massey-Harris Tractors also cost less to operate in day-to-day field work. Better engineered and designed, with more accurately fitting parts, more smoothly meshing gears, Massey-Harris Tractors deliver more horsepower hours per gallon of fuel. Moreover, in every size there is an extra margin of power to take you through tough spots without slowing down.

Coupled with this more practical, more economical power, are all the convenience features you want—ease of handling, comfortable seat, the exclusive Massey-Harris Depth-O-Matic Hydraulic System that powers tools into the ground or pulls them out

Your nearby Massey-Harris dealer will be glad to explain the whole line of Massey-Harris Tractors . . . from the one-plow Pony to the 4-5-Plow 55 Diesel. He'll help you select that size and type which best fits your farm and your crops. There's good reason why more and more farmers "Make it a Massey-Harris." For complete tractor folder by mail, use the coupon below.

Make it a Massey-Harris

THE MASSEY-HARRIS CO.,
Dept. L-220, Quality Ave.,
Racine, Wisconsin

Please send me your latest catalog showing the full line of Massey-Harris Tractors.

Name .....

Town .....

R.F.D. ..... State .....

Prove the Difference

at the wheel of a Massey-Harris "Pony"

ASK YOUR DEALER FOR AN "ON-THE-FARM" DEMONSTRATION OF THESE 7 BIG "PONY" FEATURES . . .

● Most Power in the 1-plow tractor field ● 8-24 Tires for more traction ● More weight for extra drawbar pull ● Depth-O-Matic 2-Way hydraulic system ● Proper distribution of weight ● Greater comfort and convenience ● A complete line of Easy-On, Easy-Off Tools.

Not until you actually drive one, will you have any real idea of the power, comfort, ease of handling, economy, and good work packed into the Massey-Harris 1-Plow "Pony."

With its husky, 62 cubic inch, high compression engine, big 8-24 tires, and 1520 well-balanced pounds, the "Pony" is the workingest tractor for its size you ever saw.

And just as easy to handle! Steers with a touch of the finger. Turns on a dime. Roomy platform puts you above the dust and dirt. Depth-O-Matic two-way hydraulic system does the muscle work of raising and lowering implements . . . *powers* implements to the selected working depth. A wide variety of Easy-On, Easy-Off tools make it easy to do the kind of plowing, discing, planting, mowing, and cultivating that step up yields and profits.

Talk with your Massey-Harris dealer. Arrange for a demonstration. On your own farm, in your own conditions, with you at the wheel, let the "Pony" show you why it will pay you — as it has already paid thousands of others — to "Make it a Massey-Harris." The Massey-Harris Company, Quality Avenue, Racine, Wis.

6 SIZES • 28 MODELS

1-Plow "Pony" 2-Plow "22" 2-3-Plow "30" 3-Plow "44-6" 3-4-Plow "44" 4-5 Plow "55"

Make it a Massey-Harris

LIVESTOCK

ure up in daily gains, size of fleece, face covering, and body weight.

The Texas sheep men already know there's quite a difference. The daily gains of the 96 registered rams they tested last year varied from .32 to .40 pounds a day; clean fleeces ran from 6 to 7.3 pounds; and the staple length of some of the wool was 2.99 inches, and some was 3.58 inches

This year, they're giving 130 rams a chance to prove that they have an honest right to stick around.

Take It Easy on Feed For New Sow Mothers

Many hog raisers are reporting that they have better luck at farrowing time when they take a week to 10 days to get sows back on full feed.

Some of them give the sow nothing but warm water the first day after she farrows. On the second day they give some bran mash or ground oats. After that, they gradually increase the feed until in a week or 10 days the sow is going full tilt.

These farmers say that their sows get along better this way; and there's less scouring in the baby pigs.

Breed Heifers Early; But Feed 'Em More

Let's say you're figuring on stepping up your beef output by having your heifers drop calves as two-year-olds. Several experiments have shown that it can be done. But before you try it, here's a word of caution: first, be sure that you have the feed to grow those heifers out to good size.

If you have good feed, you needn't worry about this early calving. Look at what happened at the Utah Station: early-bred heifers had a 93% calf crop at the end of their fourth calving;

It's All Automatic

Photo: Kenneth R. Imig

A spare elevator carries hog feed from an overhead bin to a self-feeder on the Clyde Johnson farm in Iroquois Co., Ill. A small electric motor does all the work.

Farmall C, shown here with a direct-connected McCormick plow, is a 2-plow tractor under average conditions. In corn and cotton it's a 2-row tractor: plants 25 to 35 acres a day, cultivates 30 to 40 acres.

"It's EASIER with a McCormick* Farmall* C..."

"Yes, my Farmall C is sure easy on the driver," says Robert Wurmnest (address on request). "With just a fingertip touch you raise and lower implements and adjust working depth. Hydraulic Farmall Touch-Control does all the work.

"When you plant and cultivate, your implements are *up front* where you can watch them work. *No tiresome twisting and turning.*"

You change wheel tread without taking the wheels off. You change implements in mere minutes. And you get all-day comfort in Farmall C's soft seat with its spring mounting and hydraulic shock absorber

Farmall C is a true all-purpose tractor —ideal for all row-crop work, and with plenty of weight on the drive wheels even without mounted implements. That means good traction for full power on drawbar jobs.

Farmall Touch-Control is FULL Hydraulic Control

Two small control levers . . . *two* hydraulic cylinders . . . hydraulic power on *both* sides of each cylinder, so that implements are *lowered* not gravity-dropped . . . hydraulic power even when clutch is disengaged . . . that's the Farmall Touch-Control System.

. . . and matched McCormick Equipment"

You can choose from 16 direct-mounted implements for Farmall C. Compare their cost . . . see how much money you save on implements when you choose this tractor. Compare their performance . . . see how they do the kind of work your neighbors will admire.

And see how Farmall Touch-Control lets you do every power job easier and better — because Touch-Control is *two-way* hydraulic control. It not only lifts all mounted implements, but *lowers* them, too—as gently or as fast as your fingertip touch commands. It also *moves* the plow hitch to regulate working depth, and exerts *positive downward pressure* to keep planters and cultivators at the depth you choose. It gives you *selective control*, too—of left and right gangs, or of front and rear gangs.

*McCormick and Farmall are separately registered trademarks of International Harvester Company

Send for FREE Booklets

Go window-shopping at home with booklets on Farmall C and matched McCormick equipment . . . or with booklets on any other Farmall that interests you. Simply send the coupon.

International Harvester Company
P. O. Box 7333, Dept. F, Chicago 80, Illinois
Please send me free booklets on:

- ☐ Farmall C—19.62 drawbar hp.
- ☐ Farmall Cub—8.89 drawbar hp.
- ☐ Farmall Super A—17.35 drawbar hp.
- ☐ Farmalls H and M—25.5 and 34.44 drawbar hp.

I farm _____ crop acres Main crop _____

Name _____

Post Office _____ State _____

INTERNATIONAL HARVESTER

Greyhound brings you a BUMPER CROP of

TRAVEL BARGAINS!

The biggest and best bargains in travel are now ready for you at your nearest Greyhound station . . . because Greyhound has rounded up *hundreds and hundreds* of money-saving trips, tours, and special features especially delightful in Fall. Here are some choice samples:

BARGAINS in GROUP TRIPS TO FALL EVENTS

Greyhound Charter trips make ideal entertainment for granges, 4-H clubs, ladies' organizations, and school classes. Try a Fall group trip—like one of these

- TO STATE OR COUNTY FAIRS
- TO BIG FOOTBALL GAMES
- TO CONVENTIONS OR REUNIONS
- TO FALL HARVEST FESTIVALS
- TO AMUSEMENT PARKS
- TO THE WORLD SERIES
- TO BIG CITY FOR SIGHTSEEING
- TO WASHINGTON SESQUICENTENNIAL

See your Greyhound agent for information and arrangements. Do it today

BARGAINS in ROUND-TRIP FARES

Everyone knows that Greyhound one-way tickets save money every mile . . but now compare these round-trips by Greyhound from typical farm centers!

	One Way	Rd. Trip
Fargo, N.D.—Minneapolis	$ 4.00	$ 7.20
Fresno, Calif.—San Francisco	3.05	5.50
Wenatchee, Wash.—Seattle	3.00	5.40
Waterloo, Iowa—Los Angeles	32.45	58.45
Salina, Kan.—Denver	8.50	15.30
Lakeland, Fla.—Washington	18.15	32.70
Lancaster, Pa.—New York City	3.20	5.80
Bangor, Me.—Boston	5.20	9.40
Decatur, Ala.—New Orleans	7.30	13.15
Findlay, O.—Detroit	2.55	4.60
Amarillo, Tex.—St. Louis	16.00	28.80
Dyersburg, Tenn.—Chicago	8.70	15.70
Watertown, N.Y.—Syracuse	1.60	2.90

(U. S. transportation tax extra. Prices subject to change.)

BARGAINS in EXPENSE-PAID TOURS

Here are just a few examples. The Tours include transportation, hotels, sightseeing—at lowest cost!

NEW ENGLAND CIRCLE, 7 Days	$ 46.55
FLORIDA CIRCLE, 11 Days	72.10
LOS ANGELES, 6 Days	24.65
NEW YORK CITY, 5 Days	25.85
CHICAGO, 3 Days	12.00
GREAT SMOKY MTS., 3 Days	19.50
WASHINGTON, D.C., 4 Days	19.75
EVERGREEN CIRCLE, 3 Days	21.85
LAS VEGAS-HOOVER DAM, 3 Days	9.25
MEXICO, 12 Days (Escorted Tour from San Antonio)	124.85
HAVANA, 3 Days (By bus to Key West, air to Cuba.)	58.50

To all Tour prices, add Greyhound round trip fare from your home. U. S. tax extra. Prices subject to change.

GREYHOUND

FREE! "Amazing America" Tour Folder

Greyhound Information Center
105 W. Madison, Chicago 2, Ill.
Send me folder on Greyhound "Amazing America" Tours.

NAME _____

ADDRESS _____

TOWN _____ STATE _____

FJ 9-57

Wanted... More Men Like Mike!

—men who want to go places, and have plenty of the stuff it takes to get there!

Mike lived a lively American boyhood. An average student, a popular athlete, he finished high school in '46, decided to start building a career in the Army.

Careful studies of Mike's personal aptitudes led to his selection for technical training in tanks and other armored vehicles. He took to it like a duck to water!

Finishing technical school as a Private, First Class, Mike progressed steadily in skill, efficiency and rank. Each year he took a 30-day vacation trip, with pay.

Mike could be any one of a thousand typical young career men who are going places in today's Army. He could be you!

Mike studied, worked, watched his chances. Finished his first "hitch" as a Sergeant. During leave he went home and married his high school sweetheart.

Now, only four years after enlisting, Mike is a Sergeant, First Class, with an assured career ahead. He wouldn't trade places, or future opportunities, with anybody!

The young man of today who wants to get ahead can continue his education and start building a career at the same time, in the new U. S. Army. More than 200 courses of specialized training for many different career fields are taught in the various Army schools. Each man's abilities are charted, to place him where he should develop rapidly. Working with career-minded young men like himself on the frontiers of military science, he can serve his country with true professional pride. Today's U.S. Army is providing excellent career opportunities for America's finest young men.

U. S. ARMY

VISIT YOUR NEAREST U. S. ARMY AND U. S. AIR FORCE RECRUITING STATION

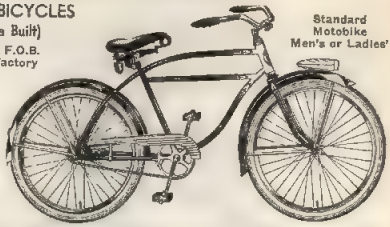
Bicycles and Sidewalk Bikes

WESTFIELD BICYCLES
(Columbia Built)
Shipped F.O.B. Mass. Factory

Custom Deluxe Motobike Men's or Ladies'

3055T-4175—Custom DeLuxe Motobike Ladies' or Men's 26" Fully equipped model embodies newest improved construction—best materials and workmanship combined with sound, up-to-the-minute styling. DeLuxe equipment includes roomy tank, electric horn, chrome lamp, carrier, chrome truss rods, full chain guard, built in reflector and grain leather saddle. Available in red, black or blue. Shipping wt. approx. 60 lbs. F.O.B. Massachusetts factory. Specify model.
Mfr's. Sugg. Retail $54.75

Standard Motobike Men's or Ladies'



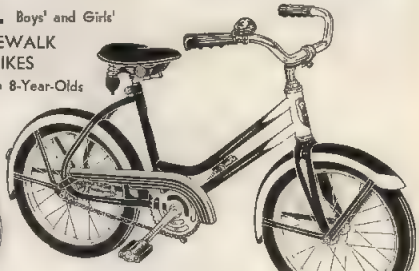
3056T-3475—Standard Motobike, Ladies' or Men's 26" Standard Motobike with lamp, deluxe half chain guard, kick type stand, head light, Rear Reflector, New Departure brake, and 26" balloon tires. Modernly designed bicycle of latest, finest construction. Available in red, black or blue. Shipping wt. approx. 55 lbs. F.O.B. Massachusetts factory. Specify model.
Mfr's. Sugg. Retail $44.75

PAL Boys' and Girls' SIDEWALK BIKES
For 5- to 8-Year-Olds

Pal Sidewalk Bikes Shipped F.O.B. Indiana Factory

Pal Standard Bike

3047T-3165—The ideal bike for children. 14" frame, all joints induction brazed or electrically welded. Full crown bicycle type pressed steel fork, ball bearing crank hanger. Built-in parking stand, mud guards and 16" riveted spoke wheels. Loop center rims, puncture proof semi-pneumatic tires, tooled rubber top saddle, chrome plated handle bar and stem with double adjustment. Ball equipped chain guard, ball bearing rubber pedals, rear reflector to fit model in Blue with White trim, Boys' Racing Red with white trim. Shipping weight 38 lbs. F.O.B. Indiana factory. Specify Model.
Established Retail $34.50



Pal Deluxe Bicycle

3048T-3015—Perfect sidewalk bicycle for youngsters from 5 to 8 years old. 14" double bar frame with 16" ball bearing wheels with 1¾" puncture proof tires. Bicycle type fork, New Departure ball bearing hub and coaster brake. Chromium plated handle bar and stem. Finger tip handle bar grips. Kick stand built into frame. Mud guards with rear reflector attached to frame. Puncture proof tires, tooled leather saddle, ball bearing rubber pedals. Girls' model in Blue and White, Boys' in Chinese Red and White. Shipping weight 40 lbs. F.O.B. Indiana factory. Specify model.
Established Retail $34.50

THIS RADIO FITS ANY BIKE OR BICYCLE
—or can be carried

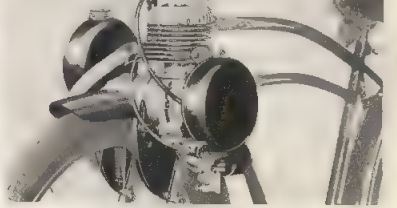
TOM THUMB RADIO

5265ET-1747 Tom Thumb Bike Radio in lightweight maroon case. Complete with bicycle mounting hardware and telescopic antenna; anti-theft feature. Slide rule dial; vernier tuning; full size No. 5 speaker. Handle for carrying; batteries not included. Size 7¼" x 4¾" x 3⅝". Weight 3 lbs., 3 oz.
Mfr's. Sugg. Retail $24.95

Now—Make Any Bike a Motor Bike!
Easily Installed In Less than 30 Minutes!

Go Places the Motor Way. Cheapest Motor Transportation.

TRAVIS "Bike" MOTOR
Fits Any Bicycle or Boy's or Girl's Bike



Travis Bike Motor

3049T-3472—Ideal for fast but safe transportation. Can be installed on any bicycle in less than 30 minutes. A slight turn of hand on one handle bar controls the motor. Attains speeds of 9 to 25 mph. Over 150 miles per gallon on the 1-Horsepower, 2 cycle multifinned engine. Ball bearing construction, self contained magneto, auto type carburetor. Air cooled and completely enclosed motor. Drop-forge crankshaft, fully counter-balanced. Easy starting due to Travis automatic compression release, easy stopping. Light weight, only 17 lbs. Replacement parts available immediately. Oil measuring device included which insures correct oil-gas mixture at all times.
Established Retail $72.75

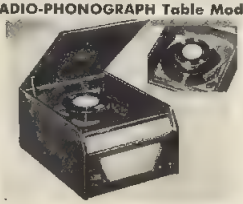
TRAV-LER TABLE MODELS and PORTABLE RADIOS

3-SPEED RADIO-PHONOGRAPH

Latest type superhet 3-tube plus 1 rectifier circuit. Powerful Alnico 5 dynamic speaker. Full vision dial, slide-rule type, easy to read and tune. Automatic volume control circuit eliminates blasting and fading. Phonograph plays any 33⅓, 45, or 78 RPM records in 7", 10", or 12" sizes. Smooth operating electric motor with 8" turntable. Lightweight crystal pickup arm with arm rest. Merely turn over crystal for changing from 78 RPM to slow speed playing. Two long life needles. 110-125 volts, AC only. Walnut finished wood cabinet with lid cover. Size. 12¼" x 10" x 7¾". Ship wt. 12 lbs.

No. 5044—List $44.95. Each **$31.79**

3-SPEED AUTOMATIC CHANGER RADIO-PHONOGRAPH Table Model



Incorporates the famous Webster Changer, 3-speed automatic record changer. Provides automatic playing of 7", 10", or 12" records at speeds of 33⅓, 45, or 78 RPM. Built-in lifetime needles for 78 and 33⅓, or 45 RPM playing. 4-tube (plus 1 rectifier) advanced type superhet circuit with variable tone control. Powerful speaker. Large, illuminated slide-rule type dial. Built-in loop antenna. Beautifully finished mahogany furniture styled cabinet. Mahogany veneer top and front. Size: 15" x 19½" x 9½". 110-125 volts, AC. Wt. 35 lbs.

No. 6053—List $79.95. Each **$56.12**

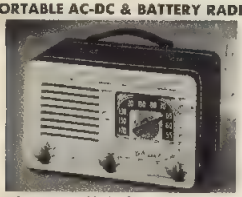
No. 6050—Same as above, but plays twelve 10" or ten 12" records 78 RPM only. Trav-ler record changer. List $59.95. Each.... **$39.80**

3-SPEED PORTABLE PLAYER

Built-in power amplifier, 2 tubes and rectifier. Powerful Alnico 5" speaker. Plays any 33⅓, 45, or 78 RPM records in 7", 10" or 12" sizes. Smooth operating electric motor with 8" turntable. Lightweight crystal pickup arm with arm rest. Merely turn over crystal for changing from 78 RPM to slow speed playing. Two long life needles. 110-125 volts, AC only. Attractively styled luggage type carrying case covered in two tone simulated leather. Matching leather handle. Size. 6¼" x 12½" x 12½". Wt. 12 lbs.

No. 7023—List $34.95. Each **$23.95**

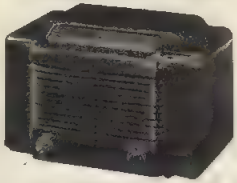
PORTABLE AC-DC & BATTERY RADIO



Superhet circuit with 4 tubes plus rectifier. Two dual purpose tubes give 6 tube performance. Alnico 5" speaker powerfully dynamic. Air plane type dial offers full vision and is easy to read. Automatic volume control circuit eliminates blasting and fading. Built-in loop antenna. Changeover switch located on front panel of cabinet. Luggage style cabinet with plastic front panel, a mulated leather covered bottom, top and sides. 105-125 volts. Uses 1—67½ volt B battery, 2 1½ volt flashlight type A batteries. Size: 5¼" x 8½" x 4¾". Wt. 5 lbs.

No. 5022—(Less batteries). List $23.95. Each **$16.25**

ADVANCED AC-DC SUPERHET

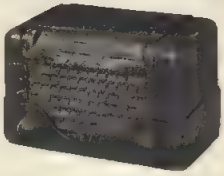


This 5-tube set with its dual purpose tube gives full 6-tube performance. Full Vision Dial. Automatic Volume Control. Built-in Antenna plus top-notch engineering insure the utmost in fine reception. Plastic cabinet 10½ in. long, 6⅝ in. wide 6 in. deep. Comes in mottled Walnut or gleaming Ivory Finish.

No. 5015-W—Walnut. List $17.95. Ea. **$12.95**

No. 5015-I—Ivory. List $19.95. Each **$14.25**

6 TUBE DELUXE AC-DC SUPER



This Advanced Type Superheterodyne Radio incorporates 2 dual purpose tubes giving full 7 tube performance. Illuminated slide rule, easy to read, easy-to-tune Dial. Automatic Volume Control. Built-in Loop Antenna. Large over size matched tone PM Dynamic Speaker. Comes in choice of mottled Walnut or gleaming Ivory 10½ in. long, 6½ in. high, 6½ in. deep. Operates on 105-125V 50-60 Cy. AC or DC.

No. 5066-W—Walnut. List $19.95. Each **$14.25**

No. 5066-I—Ivory. List $19.95. Each **$15.67**

MITCHELL "LULLABY" BED LAMP RADIO

Combines a pure-tone high quality radio with a scientifically designed, no glare bed reading light. Cabinet is of molded Bakelite, modern and streamlined in appearance. Adjustable brackets fit any bed. Radio features superheterodyne circuit with a built-in "Air-Magnet" that eliminates need for a ground or aerial wires. AC-DC. The bed lamp consists of a powerful tubular type lamp and frosted curved lens for maximum glareless light. Lamp and radio operate separately or together. 9¼" x 5¼" x 7". Wt. 3 lbs.

No. 1250—Walnut. List $29.95. Each. ....**$20.97** 3 or more..... **$19.97**

No. 1251—Ivory. Same prices apply.

MITCHELL "LUMITONE" TABLE LAMP RADIO

Enjoy eye-easing illumination plus a fine-toned radio—both in one compact unit. Styled in cream colored plastic with matching base in which the radio is mounted. Celanese taffeta shade with self-fold trim enhanced by shimmering gold piping. Radio features a superhet circuit with a built-in "air-magnet." Powerful permanent magnet speaker located near the top of lamp base. AC-DC. Height 21½". Complete with 50-100-150 watt 3-way switch and opal plastic reflector.

No. 1260—List $39.50. Each ..... **$27.85** 6 or more **$26.33**

If you want SOMETHING BETTER Demand

DEWALD RADIO

A FAMOUS NAME IN SINCE 1921

3-WAY PORTABLE

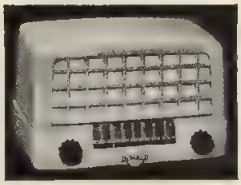
Superheterodyne circuit with four tubes and selenium rectifier tube. Large slide rule dial with vernier hi-ratio tuning. Instantaneous operation on either AC-DC or battery. Light weight with new plastic easy-grip handle and dual colored polystyrene cabinet.

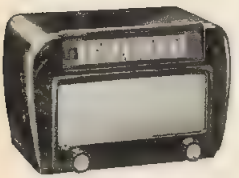
No. B-504—List $27.95.
Each **$19.45**
6 or more..... **$18.95**
Battery Kit. List $3.20
Each **$2.55**

HANDI-SET

Five-tube Superheterodyne featuring AC-DC operation with standard broadcast and extended police band. Easy vision, slide-rule dial with high ratio. Vernier tuning and automatic volume control. Built-in Loopteana eliminates the need for outside aerial and ground. Dynamic, Alnico PM speaker. A beautifully styled radio at a popular price. Available in Walnut or Ivory. Size: 9½" x 5½" x 5½".

No. B-506—List $19.95
Each $14.95
6 or more **$14.75**





"SUPER-SIX"

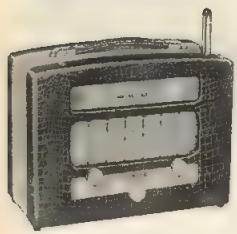
Engineered for top reception, particularly in "hard-to-get reception" areas. Smartly styled gleaming plastic cabinet with rich bronze grille, in Mahogany or Ivory. Five tubes (plus rectifier); automatic volume control; interference rejection circuit; tuned RF stage; built-in Loopteana; dynamic speaker; slide-rule easy vision dial. AC-DC. Size: 9½" x 6¼" x 5¾".

No. D-616—Ivory. List $29.95.
Each **$21.45**
Mahogany. List $27.95
Each **$19.95**

AM-FM RECEIVER

Ultra-powerful seven tube, plus rectifier, superhet with large dynamic speaker, that performs in "hard-to-get" reception areas. Includes new miniature high-efficiency tubes, large AM loop and FM line antenna, tone control, AC-DC. Walnut plastic cabinet. Size: 11½" x 7½" x 7".

No. C 800—List $49.95.
Each $34.35
6 or more..... **$33.45**



3-WAY, 3-BAND PORTABLE

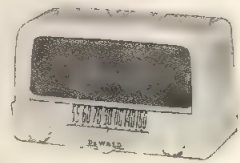
AC-DC or self-contained battery operation. Powerful superhet with new, high-efficiency I.F. transformers, built-in Loopteana and nickel plated Fish-pole, collapsible antenna for round-the-world coverage including ship-to-shore. Luggage-type non-breakable case in dual colored leatherette with leather carrying handle. Size: 8⅛" x 12½" x 5⅜".

No. D-508—List $49.95
Each $34.45
6 or more..... **$33.75**
Battery Equipment. List $6.00
Each **$4.80**

THE "GEM"

Combines sensitivity and excellent tone quality in a plastic cabinet of gleaming beauty enhanced by rich, bronze grille. In Walnut or Ivory. Includes four tubes (plus rectifier), superhet circuit, standard and extended police band reception, built-in Loopteana; hi-ratio vernier tuning. AC-DC. Size: 9½" x 5½" x 5½".

No. D-518—List $19.95.
Each $14.95
6 or more **$14.75**



PORTABLE RECORD PLAYER

Plays 33⅓, 45, 78 R.P.M. records. 3-speed Alliance motor. Powerful high gain amplifier with matching speaker. Specially designed pickup with permanent needle. True tracking, plays all size records. Portable wood case. Sturdy construction, washable simulated pigskin leather. Plastic palm grip handle.

No. V-85—List $22.95.
Each $17.20
4 or more **$16.75**

No. A-48 — Plays 78 R.P.M. only. List $16.95. Each $13.05
4 or more..... **$12.70**

3-WAY COMPANION PORTABLE

Operates on AC-DC or batteries. Four-tube superhet circuit, built in Loopteana, automatic switch from battery to power line, full-vision, easy-reading dial. Modernly styled Polystyrene cabinet with bronze grill. Size: 4" x 8⅝" x 7¼".

No. D-517—List $27.95.
Each $18.45
6 or more..... **$18.95**
Battery Equipment. List $6.00.
Each **$4.80**

Miracle LIGHT BULB

Lights Up Without Any Connecting Wires!

Electricity is something that even scientists don't seem to understand, so it's no wonder that when you pass a light bulb around freely for examination then hold it in your EMPTY hand it amazes everyone to see it FLASH ON and OFF at will! Your hands are empty. The light bulb can be freely examined. There are no connecting wires. Yet, the light goes on and off at your command.

GREAT FOR MAGIC TRICKS, SPIRIT EFFECTS, PRACTICAL JOKES, ETC

Can be worked into magical tricks in many ways. Amazingly effective for spirit work in dark etc. For practical pranks and weird jokes, it fools almost everyone. Same size as regular socket. For best effect, remove it from socket and then proceed with trick. Complete with full instructions.

No. 3992. MYSTERY LIGHT BULB **$1.50**
Price Postpaid

Diving SUBMARINE

Zips along, then dives and comes up! Driven by powerful, easy-to-wind spring motor. A beauty—photographed blue and grey with white top deck. Revolving brass guns. Removable metal flags. Adjustable diving fins and rudder. Ballast chamber. 3 blade propeller. Strong all-metal construction. 13 in. long, weight over 1 lb.

No. 3385 DIVING SUBMARINE **$1.95**
Price Postpaid

HAVE FUN FENCING!

FIGHT WITH SWORDS! These foils (swords) teach you how to defend yourself while you have a lot of fun. Same principles as boxing. Learn to think quickly and act quickly. **LOADS OF ACTION!** Set consists of two foils and instructions. Each foil is made of spring steel with rubber tips for your protection. Metal hand guard, comfortable grip handle. Each foil about 3 feet in length. (Masks not included.)

No. 6253 FENCING SET Two foils and instructions. **$2.50**
Postpaid

THERE'S A BIG DIFFERENCE IN FARM TRUCKS

HERE'S PROOF

TRUCK BUYER'S GUIDE

½ to 2 tons

How leading makes of trucks compare in twelve major features that insure greater dependability, longer life and lower maintenance.

FEATURES	GMC TRUCK	TRUCK "A"	TRUCK "B"	TRUCK "C"	TRUCK "D"
Power and efficiency of VALVE-IN-HEAD ENGINE	YES	YES	NO	NO	YES
TOP HORSEPOWER in normal operating range	YES	NO	NO	NO	YES
LEADS IN USABLE TORQUE	YES	NO	NO	NO	NO
FULL-PRESSURE LUBRICATION of all main bearings and piston pins	YES	NO	NO	NO	YES
SYNCHRO-MESH TRANSMISSION with Cushion Disc Clutch	YES	YES	Some Models	YES	YES
Easy-Turn Recirculating BALL-BEARING STEERING GEAR	YES	YES	NO	NO	NO
SEPARATELY MOUNTED FENDERS, GRILLS AND RADIATOR for economical repair	YES	NO	NO	NO	NO
TORSIONAL DAMPENER for engine smoothness	YES	YES	YES	NO	YES
BUILT-IN RADIATOR EXPANSION TANK—prevents coolant loss	YES	NO	NO	NO	NO
DOUBLE-WRAPPED FRONT SPRING EYES for front axle stability	YES	YES	Some Models	NO	NO
TOCCO-HARDENED CRANKSHAFT Dynamically balanced	YES	NO	NO	NO	NO
SEMI-BABBIT PLAIN TYPE MAIN AND ROD BEARINGS	YES	NO	NO	NO	NO

No other make comes close to these 12 features you get in a truck-built GMC

BEFORE you buy a new truck, study the chart at the left. It lists twelve engineering advances you need in even a light pickup—extra-value features that sinew a truck for years of extra work.

You'll note that GMC alone gives you all twelve. No other make offers more than five—some only one or two. Only GMC's are truck-built from bumper to taillight!

These plus values explain why a GMC will give you years longer service—with lower maintenance and repair cost. It's a *real truck*—built by the world's largest exclusive maker of commercial vehicles.

Your GMC dealer will be glad to show you the ruggedly handsome new 1950 models—in a wide range of types and sizes to fill every farm need. Measured in years of service, a GMC is your most economical buy.

GMC Truck & Coach Division of General Motors.

GMC

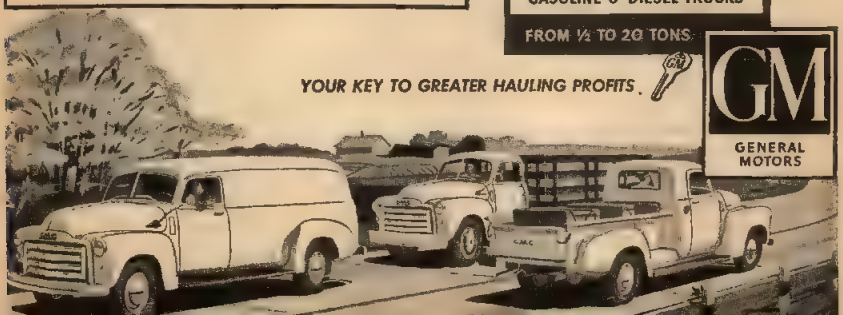
GASOLINE & DIESEL TRUCKS

FROM ½ TO 20 TONS

YOUR KEY TO GREATER HAULING PROFITS

GM

GENERAL MOTORS



Now! Ford Trucks in biggest Economy Run ever made!

To demonstrate Ford Truck Economy

...THROUGHOUT THE UNITED STATES...IN EVERY IMPORTANT TRUCK-USING VOCATION
...IN YOUR KIND OF BUSINESS, WITH YOUR SIZE TRUCKS!

The Ford Truck Economy Run, most realistic economy study in truck history, is now under way throughout the United States.

It's extensive! Thousands of truck users from coast to coast are making the Ford Truck Economy Run over their regular routes. Every important kind of truck-using business is included.

It's all-inclusive! All Ford Truck models from 95-h.p. Pickups to 145-h.p. Big Jobs will participate under actual day-to-day working conditions. Detailed records will be kept on operating costs for a period of six months.

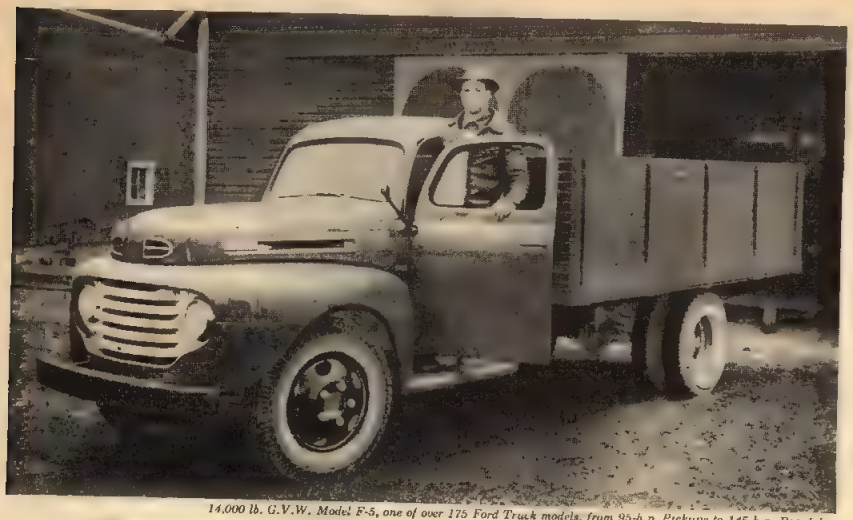
It demonstrates Ford Truck economy! The Economy Run will demonstrate for everyone to see, what Ford owners have known right along. Ford Trucks do more per dollar in every kind of truck-using business. And this means they will do more per dollar for you in your business!

Economy—one reason why Ford is America's No. 1 Truck Value! And *Value* is one big reason why more and more truck users all over the country are switching to Ford. Ford Trucks are making the truck industry's biggest sales gains.

Switch to Ford Trucks to feel the difference—in your pocketbook. See your nearest Ford Dealer today!

In the long run, too—Ford Trucking costs less because

FORD TRUCKS LAST LONGER

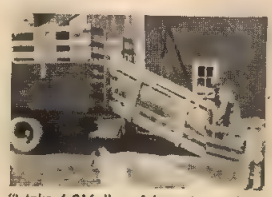


14,000 lb. G.V.W. Model F-5, one of over 175 Ford Truck models, from 95-h.p. Pickups to 145-h.p. Big Jobs.

"Saves me a lot of time...a lot of work...and a lot of money!"

Says John Wiedeman of Bourbon, Indiana

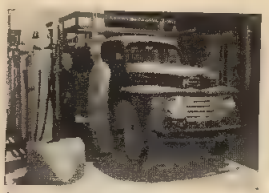
"For hauling hogs, and grain, and fertilizer, and a hundred other things, my Ford F-5 is the best truck I ever owned. The 14.5 miles per gallon I get saves me money. With V-8 power I handle the biggest loads, and I handle them fast."



"I take 6,916 lbs. of hogs to market. With Ford power I lose no time getting there and back." *Only Ford gives you a power choice of V-8 or Six, four engines for over 175 models, 95-h.p. to 145 h.p.*

"I pack my 6'1" into the big Ford cab with ease," Wiedeman tells Ford Dealer Donald Poulson. *Ford-welded, all-steel cab has Air Wing ventilators. Level Action cab suspension. Lounge-type seat.*

"Fertilizer at one hundred pounds a bag is heavy stuff but I get it to the field with never a hitch." *Full-floating rear axle. Double-Channel frame, 12-leaf rear main springs are built extra-strong.*



"My friend Lester Kuntz sees less of me around the gas station, my Ford's so saving on gas and oil." *Switch to Ford economy! America's No. 1 Truck Value is built to do more per dollar for you.*

WATCH for this sign . . . it identifies thousands of truck users in the Ford Truck Economy Run. Every Ford Truck model . . . every important truck-using vocation is represented.

FORD TRUCK ECONOMY RUN

Ford Trucking Costs Less Because—

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

Which is really Linda Darnell?

Spark plugs also look alike, but

AUTO-LITE

TRANSPORT SPARK PLUGS

give you lowest cost per mile of spark plug operation

★ **AIRCRAFT TYPE INSULATOR**—Improved electrical insulation offers maximum resistance to heat and reduces fouling.

★ **HEAVY ELECTRODES**—give long gap life which contributes to lower service costs by requiring less frequent gapping.

★ **RUGGED CONSTRUCTION**—makes them especially suitable for the most severe types of commercial and farm operation.

IF YOU know your stars of Hollywood, you will identify gorgeous Linda Darnell as the girl at the right. The girl at the left is lovely Marley Patteson of Bronxville, New York. You'll be correct, too, when you switch to Auto-Lite Transport Spark Plugs. Money cannot buy a better spark plug.

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio Toronto, Ontario

Auto-Lite Spark Plugs—Patented U.S.A.

Dairy

Try your hand at this new dairy judging system used by Future Farmers

BY CLAUDE W. GIFFORD

IF ANYONE were to ask you: "Which is your best cow?", how would you answer?

Would you go to the barn and compare the straightness of the top lines of "Susie" and "Bess" and the other cows?

Would you line up the width between the hooks and pins on "Kate" and old "Crooked Horn"? Run a tape around the middle of "Tessy"? Feel the udders and milk wells of the whole herd, take a look at their heads, and then come up with a definite answer?

Sounds crazy? Yet that's just about the way the experts have been judging dairy cattle in the show ring for a long time.

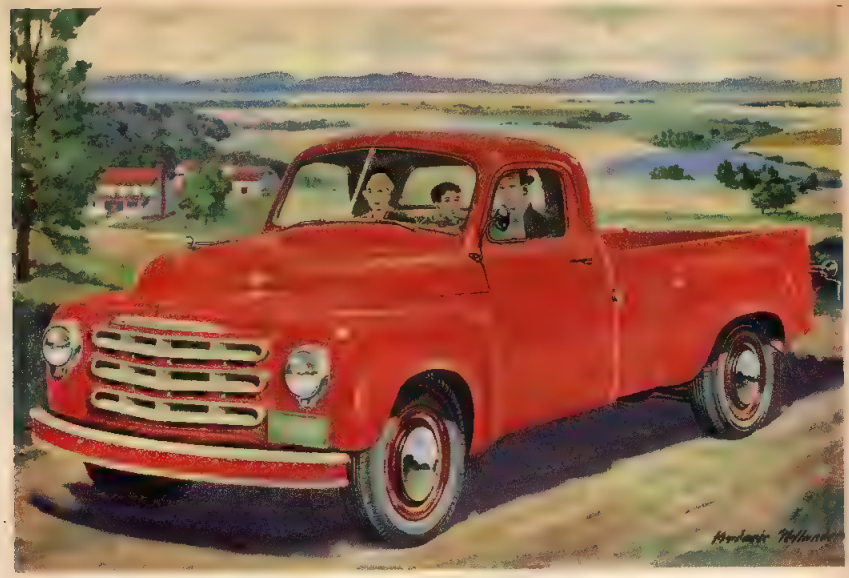
There's one group of young people, though, who've had their fling at all this, and have decided that it's not enough. This group—the Future Farmers of America—are learning how to pick dairy stock for their own farms. It's production that counts there.

The real questions a milk-producing farmer has to answer when he looks

How would you rate them?

PLACING	1st	2d	3d	4th
TYPE 30%				
PRODUCTION 40%				
PEDIGREE 30%				
FINAL PLACING				

After you've read the story, rate the cows on type, and fill in the placings. Do the same for pedigree and production, using the information under each cow. (Production figures are all on twice-a-day milking for mature cows.) Give type and pedigree 30% each, and production 40%. Make final placing. See end of Dairy for official results.

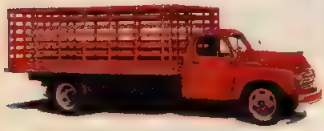


½-ton 6½-foot Studebaker pick-up truck with double-walled body

¾-ton 8-foot Studebaker pick-up truck · 1-ton model also available

1½-ton 12-foot platform stake— 2-ton also available

1½-ton shown with 12-foot grain body— 2-ton also available



2-ton shown with 15-foot stock rack—

What a thrifty truck this stand-out Studebaker is!

Designed right for farm work! Saves gas! Cuts other costs!

ALL over the nation, farmers with Studebaker trucks are getting an exceptional amount of mileage out of every gallon of gasoline they buy.

They're cashing in to the full on the out-ahead efficiency of Studebaker's modernly designed Econ-o-miser and Power-Plus engines.

Exclusive! Automatic overdrive!

All Studebaker ½-ton and ¾-ton trucks now have an exclusive thrift advancement to offer you—gas-saving automatic overdrive. It's extra cost—but it starts paying its way right away in extra savings.

Stop in at any Studebaker dealer's showroom and get first-hand proof of what Studebaker trucks could do for you with their extra pulling power—extra staying power—extra earning power. A fine choice of sizes and wheelbases.

STUDEBAKER TRUCKS

Noted for low cost operation

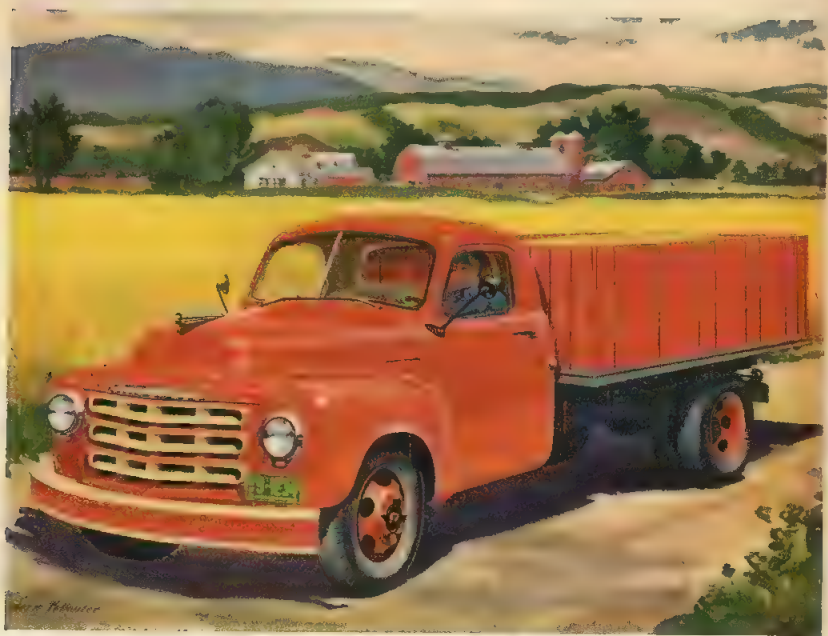
The Studebaker Corp'n, South Bend 27, Indiana, U. S. A.

New convenience for the driver!

Low cab floor. No strenuous climbing. Foot-controlled ventilators. Adjusto-Air seat cushion. Big visibility windshield and

"Lift-the-hood" accessibility!

Engine, ignition, and instrument panel wiring are within easy arm's reach. No standing on a box. No stooping under the dash. You can make adjustments quickly and



1½-ton shown with 12 foot grain body—also available on 2-ton chassis

This truck is built right for farm work!

ALMOST everywhere you look in a Studebaker truck, you find improvements that cut operating costs.

The massive, pressed-steel Studebaker truck frame, for example, extends well beyond the rear axle for increased load protection and lengthened body life.

The front of the frame is reinforced with a rigid, twist-resisting, special K-member—an exclusive Studebaker way of strengthening the whole forward structure.

Gas-saving automatic overdrive, too!

Studebaker's gas-saving automatic overdrive transmission is now available in all ½ ton and ¾ ton models. It's extra cost but it starts paying its way right away in extra thrift. Engine revolutions are reduced about one-third in automatic overdrive—without affecting road speed.

What's more, even without overdrive, Studebaker's modernly designed Econ-o-miser and Power-Plus engines are stand-outs in gas mileage, in horsepower and torque.

Stop in now and see these money-saving Studebaker trucks—½ ton, ¾ ton, 1 ton, 1½ ton, 2 ton models.

STUDEBAKER TRUCKS

Noted for low-cost operation

Low cab floor—cab steps fully enclosed! Studebaker cab doors open wide—have automatic "hold open" stops—close securely on tight-gripping rotary latches. Cab door windowshavebuilt-inventilatingwings.

Just lift the hood! Everything's easy to get at! No standing on a box is necessary in order to work on engine or ignition! No stooping under the dash to find instrument wiring! Everything is within arm's reach.

No roll back at upgrade stops! All Studebaker trucks are available with the famous Studebaker Automatic Hill Holder at slight extra cost. No roll back on hill stops when you're ready to go forward.

Father-and-son teams are numerous among the able craftsmen who build Studebaker trucks. Their painstaking care gives you lasting protection against costly repairs.

Studebaker, South Bend 27, Indiana, U. S. A.

Bad Weather won't stop you in a 4-Wheel-Drive Willys Truck

4-Wheel Drive gives firmer, safer traction on snow and icy roads.

The Willys has the power and stamina for travel over rough, roadless land.

In low-low, the 4-wheel drive Willys Truck will climb grades up to 48%.

The 4-Wheel-Drive Willys Truck is your best insurance that winter storms won't isolate your family—that you can reach livestock in emergencies—that bad weather and tough going won't stop needed work.

With two gear ranges, this truck operates in conventional 2-wheel drive for normal travel. A quick shift to 4-wheel drive gives you the extra tractive power to take you up steep grades, over rough country and through bad roads that stop ordinary trucks cold. It is built sturdily, on a heavy, rigid frame, for rugged service and long life.

With its higher-compression *HURRICANE* Engine, the 4-Wheel-Drive Willys Truck gives you ample power with money-saving fuel economy.

Visit a Willys dealer and road-test this great all-wheel-drive, all-weather truck.

7-4-COMPRESSION *HURRICANE* ENGINE

The sensational *HURRICANE*—the highest-compression gasoline engine in any farm truck—delivers more power and mileage on regular-grade fuel. It is an F-head engine, with valve-in-head intake and valve-in-block exhaust—highly efficient and easy to maintain. See it at Willys dealers.

WILLYS TRUCKS

TWO MONEY-SAVING TRUCKS FOR FARM AND RANCH—

4-Wheel Drive—Ton Payload—5300 GVW
2-Wheel Drive—½-Ton Payload—4250 GVW

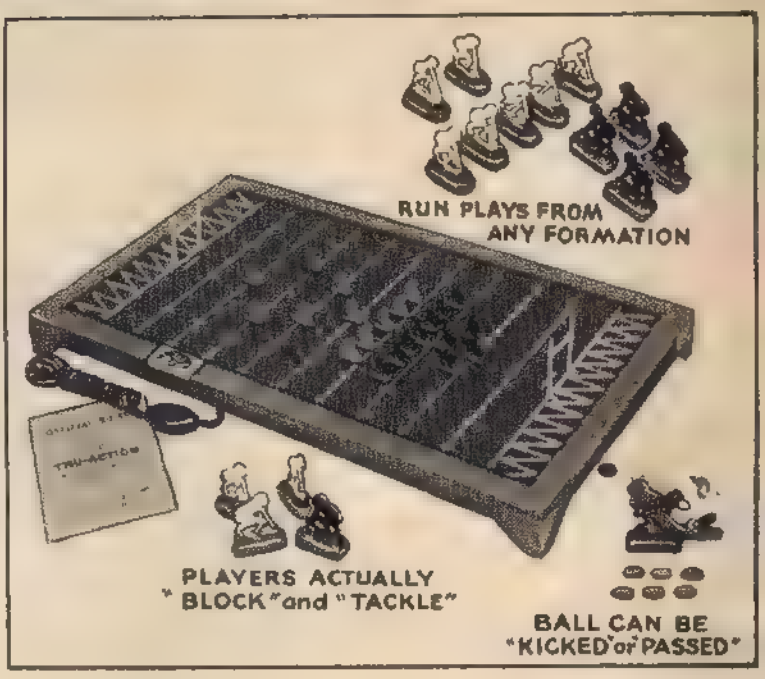
WILLYS-OVERLAND MOTORS, TOLEDO, OHIO — MAKERS OF AMERICA'S MOST USEFUL VEHICLES

Tudor TRU-ACTION ELECTRIC GAMES

The sensation of 1949!

No. 500

TRU-ACTION ELECTRIC FOOTBALL



We could not supply the demand!

The ball is actually kicked and passed — the players run until tackled — plays can be run from any formation — line plays — end runs — forward passes — field goals — real TRU-ACTION Football right on the living room table!

No. 550

TRU-ACTION ELECTRIC BASEBALL

New!

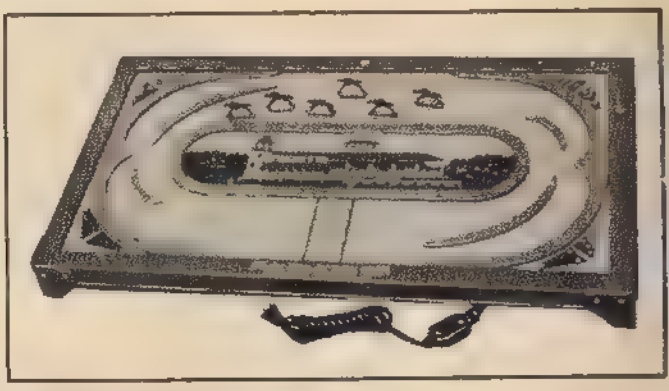
The most amazing baseball game ever created!

The players actually run the bases — a fielder and a batter — permanently magnetized ball — the batter makes a hit — he starts for first — the fielder picks up the ball and tries to throw him out — double plays — stolen bases — nearly every play in baseball . . . really TRU-ACTION Baseball!

New!

No. 525

TRU-ACTION ELECTRIC HORSE RACE



The most realistic Horse Race Game ever made!

Really TRU-ACTION — cannot be fixed! Every player has a chance at the start of every race. A fascinating adult sport! You will be astonished when you see the track-like things that happen when you're playing TRU-ACTION Horse Race! Ideal for the game room.

All games 25 x 15¼ inches
Packing ½ dozen . . . wght. 27 lbs.

Also the famous TUDOR XYLOPHONES PIANOS *and* BANJOS

ROOM 551

TUDOR METAL PRODUCTS CORPORATION

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FACTORY 176 Johnson St., Brooklyn 1, N.Y.

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TRU-LIFE
RUBBER TOYS

Ready Now!

More
EXCLUSIVE
Traffic
Stoppers
BEST
SELLERS
that set
A NEW HIGH
in
Sales Appeal
and
VALUE!

"WET and WHISTLE BABY"

"NAPPY SLEEPING PAJAMA BABY"

AT THE TOY FAIR
Room 815 — Hotel New Yorker

TRU-LIFE TOYS, Inc.

9 DESBROSSES ST. NEW YORK, N. Y.

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AT THE TOY FAIR
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After-Supper FUN

BY WINIFRED DEWSBURY

Long and Short

BELOW are ten pairs of items. Can you decide which is the longer one and which the shorter in each pair?

1. (a) The Mississippi River
   (b) The Missouri River
2. (a) A yard
   (b) A meter
3. (a) The solar year
   (b) The lunar year
4. (a) The Atlantic coastline
   (b) The Pacific coastline
5. (a) One million in Arabic numerals
   (b) One million in Roman numerals
6. (a) The Suez Canal
   (b) The Panama Canal
7. (a) A football field
   (b) A field hockey field
8. (a) An age
   (b) An aeon
9. (a) The Eiffel Tower
   (b) The Empire State Building
10. (a) The George Washington Bridge
    (b) The Golden Gate Bridge

Plate Sail

DIVIDE your group into two teams and separate them by a string stretched across the room about four feet from the floor. Give each team six paper plates.

Teams sail the plates back and forth over the string, and try to catch the ones thrown to them. A team scores one point each time it successfully throws a plate *over* the string and *onto* the floor.

If many are playing, supply more plates, so that players will have a harder time catching them.

Plural Problem

EACH of the following words is plural. Can you supply the singular form?

1. Beaux
2. Data
3. Octopi
4. Crises
5. Podia
6. Indices
7. Insignia
8. Sioux
9. Dice
10. Pence

Answers to

AFTER-SUPPER FUN

Long and Short

1 (b) about 3,000 miles, (a) about 2,500 miles; 2. (b) 39.77 in., (a) 36 in. 3. (a) 365 days, (b) 354 days; 4. (a) 1,488 miles, (b) 1,566 miles; 5. (a) 1,000,000, (b) M; 6. (a) 104.5 miles; (b) 50.5 miles; 7. (a) 360 ft., (b) 300 ft.; 8. (b) indefinite, (a) definite period; 9. (b) 1,250 ft., (a) 984 ft.; 10. (b) 4,200 ft., (a) 2,500 ft.

Plural Problem

(1) Beau; (2) Datum; (3) Octopus; (4)

"THIS IS A HE-MAN SANDWICH, FELLOWS... and this is the tuna my kids love!" says Jack Dempsey

Yes, "Bite Size" tuna is a real he-man food... a rich food, but not a "heavy" one ... easy to digest and assimilate... a quick energy food that gives you a "lift".

It's rich in protein, contains Vitamin "D", minerals and other valuable food elements.

But, remember, tuna is either tender and delicious... or *it isn't!* To be *sure*, always get these famous brands. If you bought a MILLION cans, they'd all be the same high quality.

A Champ.. only if made with the famous CHICKEN of the SEA BRAND or WHITE STAR BRAND "BITE SIZE" Tuna!

THERE'S NO HALFWAY QUALITY IN TUNA!

This Famous Tuna also available in Solid Pack Style

UNCLE SAM'S BANKS

"You had one when **you** were a kid"

America's Oldest

and

Most Successful

BANK LINE

Staple Sellers from Coast to Coast

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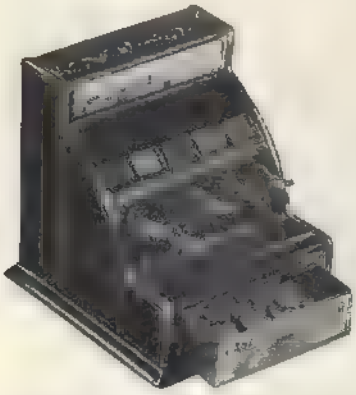
Thrift Knows No Season

THE UNCLE SAM'S LINE IS ALWAYS IN DEMAND

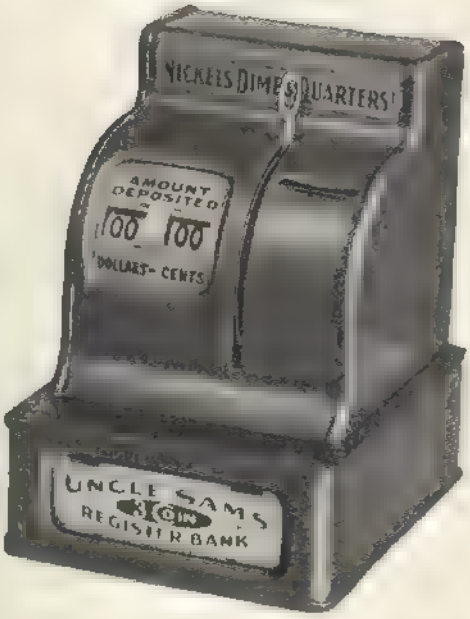
•



UNCLE SAM'S PLAYSTORE CASH REGISTER

$1.98 Retail

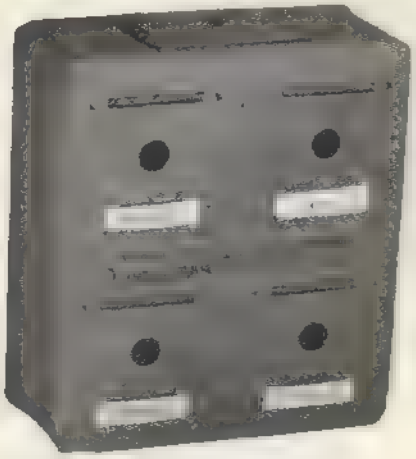
Rich red enamel finish. 4¾" high, 4⅝" wide, 5⅛" deep. Individually boxed, 2 doz. to carton, 36 lbs., 2 doz.



UNCLE SAM'S 3-COIN REGISTER BANK

$3.50 Retail

Black, red or blue enamel finish. 6⅛" high, 4½" wide, 5¼" deep. Individually boxed 2 doz. to carton ship. wt. 60 lbs.



UNCLE SAM'S Four Purpose HOME BUDGET BANK

98c Retail

Red or blue finish. 5¼" long, 4½" wide, 1⅞" deep. 3 doz. to carton, wt. 36 lbs.

See Us At The

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ROOM 956

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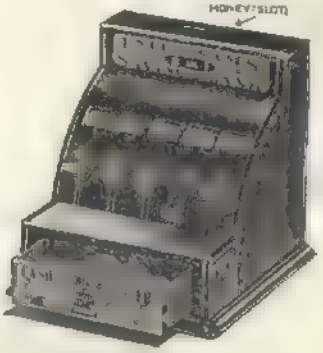
JOHN ROSE — HENRY MALLIN



UNCLE SAM'S 2-IN-1 SAVINGS BANK AND PLAY STORE CASH REGISTER

$2.50 Retail

Rich red enamel finish. 4" high, 5" wide, 5⅛" deep. Individually boxed, 2 doz. to carton, 36 lbs., 2 doz.

See your jobber or write **DURABLE TOY & NOVELTY CORP.** 175 ESSEX STREET Hackensack, N. J.

...and presenting an exciting line of

Performing Animal CIRCUS SETS

with Bareback Riders. Aerial Artists. Ring Masters. and Clowns, all with Movable Jointed Arms. Legs, Hands. and Heads!

4 MAJOR CIRCUS SETS
priced for volume
from **$2.00** to **$5.00**

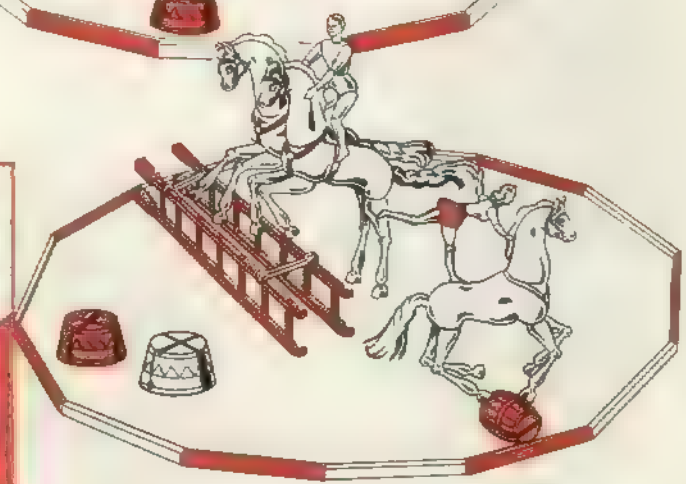
2 ACCESSORY SETS
at **$1.00** ea.

ROOM 720 HOTEL NEW YORKER

Revell Action Animal School

Four animals in their own "little red school house." Another play-planned animal set, with story booklet cut-out instruction sheet

$1.98



Each piece an action piece! Interlocking ladders! Trapeze swings! Performers that really hang from each other's hands! Animals and Circus Personnel and Equipment available individually to enlarge any set!

Manufactured by Precision Specialties, Inc. • Room 720 • Hotel New Yorker
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Nationally Advertised Portable Typewriters

UNDERWOOD PORTABLES

The Ideal Personal Typewriters—
Two Newest Models with Improved Features

Specify Choice of Pica or Elite type size.

UNDERWOOD "CHAMPION"

UNDERWOOD "UNIVERSAL"

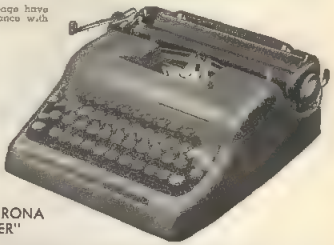
712T-6845—Underwood "Champion" Portable
This Typewriter has an Inbuilt Tabulator and many other refinements which make this Underwood the Champion in fact as well as in name. Has Paper Fingers, Paper Ball, Two Rollers, Tilting Paper Table, Standard Non-glare Keyboard, Variable Line Spacer, Adjustable Lateral Paper Guide, and Dual Touch Tuning. The trim is enhanced by soft, light gray finish. Complete with Carrying Case. Choice of Pica or Elite type. **Established Retail $89.57**

707T-6075—Underwood "Universal" Portable
The Underwood "Universal" Typewriter is smart, speedy, and durable. Has Dual Touch Tuning, Variable Line Spacing, Standard Keyboard, New Sealed Action Frame, Ringless Key Tops, Tilting Paper Table, Hinged Top Plate, and many other outstanding features. Carrying Case furnished as standard equipment. Choice of Elite or Pica type. **Established Retail $79.50**

NOTE: All typewriters shown on this page have Established Retail Prices set in accordance with Fair Trade Agreements.

SMITH-CORONA PORTABLE TYPEWRITERS

New Improved Models



SMITH-CORONA "SILENT"

SMITH-CORONA "CLIPPER"

727T7250—Smith-Corona "Silent" Portable
The many new and exclusive features make this the Typewriter of a lifetime. Has Full Size Standard Keyboard, Quickset Margin Control, Feather Touch, Back Spacer, Retractable Paper Supports, Color Speed Keyboard. Among the many retained features are Floating Shift, Cushion Tabulator, Piano Key Action, and Double Line Lock. Choice of Elite or Pica. Complete with Carrying Case.
Established Retail $94.87

728T-6440—Smith-Corona "Clipper" Portable
Popular model for the school or college student. This Typewriter has the following new features: Color Speed Keyboard, Acoustical Vents, Quickset Visible Margin Controls, Super-Speed Escapement, Synchronized Line Space Lever, and Full Size, Standard Keyboard. A few standard refinements are: Floating Shift, Piano Key Action, Type Bar Speed Booster, Carriage Center Lever and Escapement Lock. Complete with handsome Carrying Case. Pica or Elite type. **Established Retail $84.27**

This is PICA Type

This is ELITE Type

Choice of Pica or Elite type

SMITH-CORONA "STERLING"

REMINGTON "DELUXE"

729T-6845—Smith-Corona "Sterling" Portable
A Typewriter that is Sterling in name and in value. This machine has a combination of new and standard features, some of which are. Full Size Standard Keyboard, Dual-Action Paper Release, 3-Position Paper Bail, Large Contoured Platen Knobs, Floating Shift, Piano Key Action, and Cushion Tabulator. Equipped with smart Carrying Case. Choice of Pica or Elite type.
Established Retail $89.57

730T-6867—Remington "DeLuxe" Portable
This newest Remington Rand portable combines smooth, streamlined beauty with a host of exclusive features to provide all the efficiency of a standard office typewriter. Full size standard keyboard with finger fitting keys, right and left shift key and lock, personal touch regulator, variable line spacer and many other features. Keyboard keyset tabulator sets and clears tab stop positively with one key operation. Complete in luggage-type carrying case that opens up to flat working surface. Specify Pica or Elite type. **Established Retail $89.79**
731T-6461—Same as above with self-starter paragraph key in place of hand-set tabulator. **Established Retail $84.48**

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THE RELIABLE BRAND FOR 35 YEARS

America's most COMPLETE line of DOLLS

- latex
- vinyl
- plastic
- composition

at the TOY FAIR—Hotel McAlpin
ROOMS 661, 663, 665

in attendance { MORRIS SKLARSKY
HENRY A. SUSSMAN

permanent showroom—200 Fifth Avenue
ROOM 511

in attendance—DAN SKLARSKY

Playland Special

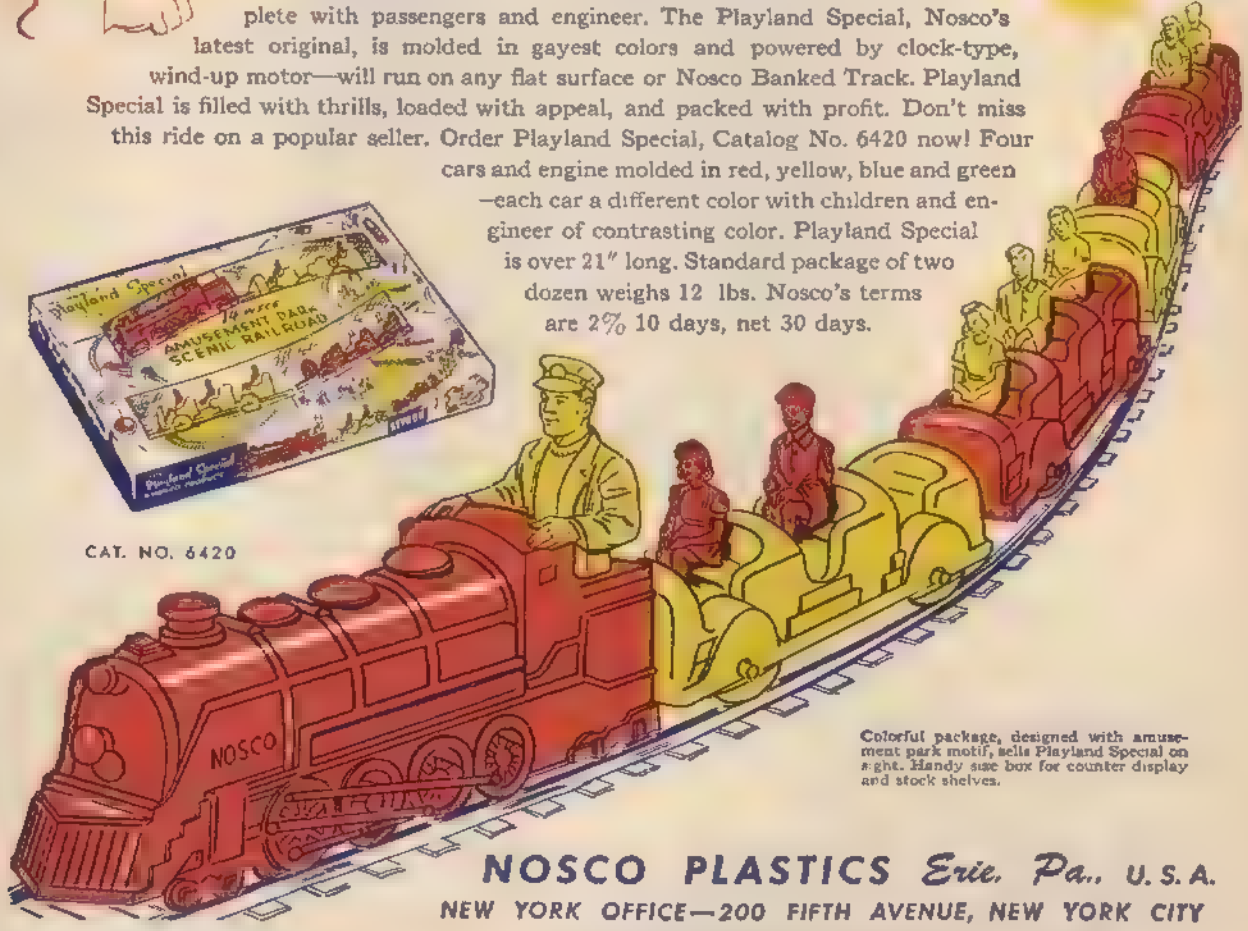
NOSCO MECHANICAL

AMUSEMENT PARK SCENIC RAILROAD

The "trip thru the park" Pays Off

The thrill of every amusement park, the children's own scenic railroad—now created in miniature by Nosco, complete with passengers and engineer. The Playland Special, Nosco's latest original, is molded in gayest colors and powered by clock-type, wind-up motor—will run on any flat surface or Nosco Banked Track. Playland Special is filled with thrills, loaded with appeal, and packed with profit. Don't miss this ride on a popular seller. Order Playland Special, Catalog No. 6420 now! Four cars and engine molded in red, yellow, blue and green—each car a different color with children and engineer of contrasting color. Playland Special is over 21" long. Standard package of two dozen weighs 12 lbs. Nosco's terms are 2% 10 days, net 30 days.

CAT. NO. 6420



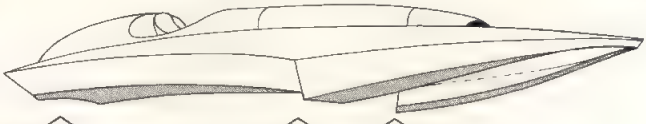
Colorful package, designed with amusement park motif, sells Playland Special on sight. Handy size box for counter display and stock shelves.

NOSCO PLASTICS *Erie, Pa.,* **U. S. A.**

NEW YORK OFFICE—200 FIFTH AVENUE, NEW YORK CITY

TOY FAIR DISPLAY ROOMS, HOTEL McALPIN, 1050-1052

Get the Points on* THREE POINT SUSPENSION!



HIGH SPEED * STABILITY * PERFORMANCE *

If you are looking for a new race boat that will establish new records – you'll want the points on Three Point Suspension. As originators and inventors of Three Point Suspension, we offer you the benefit of nearly 50 years of experience. Nearly 100% of all hydroplane records are held by boats designed and built on this patented principle.

COVERED BY PATENTS 2,128,304 and 2,481,863

Address inquiries to ARNO APEL

VENTNOR MARINE INC.

LOWER BANK, N. J.

DESIGNERS AND BUILDERS OF THE WORLD'S FASTEST RUNABOUTS AND HYDROPLANES

BOAT HANDLING'S EASIER WITH REMOTE CONTROLS

(*Continued from page* 87)

individual case and presents its own engineering problems, be they simple or involved. Anyone who has ever built his own boat—even a small one—can fully appreciate this. It takes a great deal of thought and careful planning if a mechanical system is to function right. Hydraulic systems and others requiring merely the running of tube, wire or cable from control station to engine may easily effect savings in the overall cost of equipment and installation expense.

A sharp distinction must be drawn between the all-mechanical systems of rods, pipes and levers operating a mechanical (not hydraulic) reverse gear, and the modern mechanical methods like the Pamsa Positrol which utilize push pull cable or other mechanical means of actuating control of hydraulic reverse gears. The latter provide real "finger-tip" control, and are easy to install.

Not least of the advantages to be derived from modern systems is this "finger tip" control they effect. No matter how heavy the gear to be handled, or how distant the station, multiplication of power is so great that finger-tip pressure on a control handle is translated into positive engagement at the clutch.

Manufacturers of engines and reverse gears have also attacked the problem of easier control. Today engines are available with hydraulic clutches built integral with the motor as a unit. In some cases these are completely designed and engineered into the power plant by the engine builder himself. Sometimes he utilizes a hydraulic gear supplied by the gear manufacturers. In any case, from the boat owner's standpoint, the practical result is that he gets a power plant which gives him finger-tip control at the engine, which is easily transferred to a remote station by any method he may choose, including mechanical means other than the conventional system of heavy pipes, rods and other linkage.

Clutch and throttle are not the only elements of control to be benefitted by improvements in accessories which facilitate remote handling. Steering, too, has received its share of attention, principally by the manufacturers of automatic pilots. Such instruments will hold a course with greater faithfulness and accuracy than the most experienced helmsman. Invaluable though this feature may be, of equal importance is a related advantage the automatic compass or pilot makes possible—remote push button steering. With such a device, consisting of a switch at the end of a cable, the helmsman is free to move about where he chooses, without relinquishing control. With equal ease, he may steer from any point on deck or even from a masthead station aloft, when coming the boat through inlets or unfamiliar waters.

Correct Installation Vital

ONE REVERSE gear manufacturer, speaking out of an experience of close to half a century in the building of reverse gears for motors developing from 4 to 1000 h.p., has this to say regarding the features which should be incorporated in remote controls. "Remote controls," he observes, "should not place pressure on the gear parts or valves once the gear is in operation. They should be designed to allow the clutch to slip, which is a feature that should *not* be abused by the operator, but also one that has advantages too numerous to mention. They should be easily adjusted, simple in operation, with the smallest number of moving parts. The remote control should allow full throw from forward to reverse and reverse to forward without delaying action in the neutral."

This matter of "full throw" is one that may well be emphasized no matter how the clutch control is actuated—whether by hydraulic power, air pressure, vacuum, electricity or purely mechanical means. Many a mechanical hook-up has been condemned by the operator when essentially it would have been entirely satisfactory if only a full throw of the reverse lever had been provided for proper engagement in the forward and reverse positions. If a bulkhead or other obstruction stops the throw at either end of the travel, or if levers and cranks are installed so that they jam before the reverse control lever itself has been thrown into full engagement, both the gear and the operator's control will be affected. Under such conditions, the hydraulic, air or other systems could do no better. So proper installation—as well as design—is of the essence in any case.

To get a better understanding of what makes these modern control systems tick, let's examine some of those which have worked out so effectively in practice.

(*Continued on page* 306)

PERKO...As always...
Leaders in advanced features and design developments

Fig. 495

SELF CONTAINED FLASHER LIGHT with ELECTRONIC TIMER and RHEOSTAT

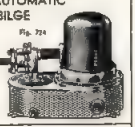
SELF CONTAINED BATTERY OPERATED POLE LIGHT
Fig. 790

Just a few of the 65 NEW ITEMS SHOWN in our NEW

1950 Catalog No. 130 NOW READY!

See You at the N. Y. Motor Boat Show Booths 41-44

IMPROVED AUTOMATIC ELECTRIC BILGE PUMP
Fig. 724
- Magnetic Drive
- No Float
- No Seals Necessary



SELF CONTAINED BATTERY OPERATED COMBINATION LIGHT
Fig. 1144

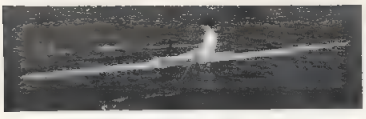
PERKINS MARINE LAMP & HARDWARE CORP.
1941 PITKIN AVENUE BROOKLYN 7, N. Y.

DAYTONA BEACH BOAT WORKS, Inc.
DAYTONA BEACH, FLORIDA
LAND-LOCKED BASIN
STEEL WET-STORAGE SHEDS
600-TON LIFT WAYS

Complete facilities for all yachts navigating the Intra-Coastal waterway. • Fit out and enjoy yourself at the same time at this combination yacht yard and marina. • Yachts for sale can be shown to best advantage here. • This newly expanded and beautified plant is an institution, not just another boat yard. • Pay us a visit and increase your yachting pleasure.

CAPT. E. J. WAEBER,
President & Gen. Manager

PATTERSON MOLDED SHELL



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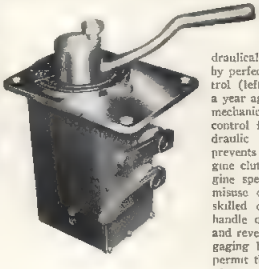
Eliminates Maintenance
Rugged - Leak Proof - Permanent Color - Rot Proof
Stabilizing Floats Available for Beginners
Only $250
PATTERSON MOLDED PROD. CO.
BOX 253 - - - - NEW BEDFORD, MASS.

The Hydraulic Type

COLUMBIAN BRONZE Corporation of Freeport, L. I., have been building hydraulic-type controls for a number of years, both for clutch and throttle. The unit they recommend for remote operation of reverse gears consists of a power head (transmitting unit) at the control station, an actuating cylinder linked to the reverse gear, and a pair of copper tubes connecting the two units. Flexible hoses are supplied with the actuating cylinder so that mounting and connection to the tubing are greatly facilitated. Compensation for changes in volume of fluid in the system due to differences in temperature or small leaks is automatically taken care of by gravity-loaded check valves in the power head pistons. The clutch control handles up to 2000 inch-pounds of torque, and the ratio of piston rod force to control handle force is 6.25 to 1.

Columbian's hydraulic throttle control operates on the same principle as the hydraulic brake system of an automobile. A transmitter at the control station is connected to a receiver at the throttle by a single ¼-inch copper tube, the system being filled with light oil. Movement of the transmitter control handle is communicated faithfully and simultaneously to the receiver. This unit is equally adaptable to the control of governors, mixture regulators, and other devices that must be accurately controlled from a remote station.



Columbian has also kept abreast of the development of new hydraulically operated clutches by perfecting a Magicam control (left). Introduced about a year ago, this is a combined mechanical clutch and throttle control for engines with hydraulic clutches. Magicam prevents operation of the engine clutch except at idle engine speed, to insure against misuse of equipment by unskilled operators. A single handle operates both throttle and reverse gear, and a disengaging button is provided to permit the throttle to be used alone.

Vacuum Supplies Power

THE "FEATHER TOUCH" remote control placed on the market two years ago by Arthur Gershel, 51 Chambers St., New York City, operates on power supplied by vacuum from the engine's intake manifold. It has proved so successful that it is now guaranteed by the maker for life against wear or mechanical defect.

The mechanism is simple. At the clutch lever, a vacuum cylinder is mounted on a bracket. At the helmsman's position there is a pedestal control. Connecting these and the intake manifold, all that is required is rubber hose (which is supplied) and some copper tubing.

The Gershel control is strictly fool proof. All control is centered directly at the handle on the pedestal. No electrical conections or secondary controls are involved. Movement of the control handle actuates directly the valve which admits vacuum or atmospheric pressure to the vacuum cylinder.

As there are no electric wires or circuits to short, and no openings for water to enter, moisture cannot affect this control. It will continue to operate under water, as can be demonstrated by pouring a pail of water over it while in operation. A perfect neutral stops the propeller immediately. For those who desire control at more than one position, additional control pedestals can be readily interconnected.

Gershel has just announced a vacuum throttle control as a companion item to the clutch control, and also a remote control for all hydraulic clutches. The latter is a miniature of the larger type manufactured for all manual clutches.

Positrols Use Push-Pull Cable

PANISH CONTROLS, Bridgeport 5, Connecticut, has perfected a new, all-mechanical combination clutch and throttle control called the Positrol. This has been developed for all engines, gas or diesel, with hydraulically operated reverse gears, such as the new GM-71 Diesels and the new Packard, Gray and Chrysler marine gas engines.

(*Continued on page* 308)

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white top
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CAPS: The smart new Skipperette Beret, $3.50; Miss Zephyr, $8.50; Sunvisor, $3.50, Sun Crew Cap, $2.95; Fisherman, blue denim, long visor, $4.50. The Clubman, white top, $5.00, Zephyr, blue or white top, $7.50.

CAP EMBLEMS: Owner-member or owner non member—in gold bullion, $3.75—in silk $1.00; Yacht Club Discs, $1.00

FOUL WEATHER GEAR: Men's nylon 3-pc. outfit, $24.50; Ladies' Raincoat with Carrying Pouch & Sou'wester, $13.95; Vinylite Coat and Pouch, $5.95, Boy's Latex Rubber lined Slicker & Sou'wester, $7.95; Hodaman's Huntaut, $18.90

FADED BLUE DENIMS: Jacket, $7.50; Slacks, $7.50 British Shorts $5.50, Ivy and O'Neill $4.75

SKIPPERETTE
with owner's emblem
$4.50

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Heretofore such sets have been out of the range of most yachtsmen Now, you can have a complete set of famous Vernon-ware, guaranteed against crazing—and it is a proven good sailor, too

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Numbering Section of his district Coast Guard Headquarters together with application forms for a new certificate. Unnumbered sailboats may be transferred by an absolute bill-of-sale form provided by the broker. Custom House documented boats require special forms procurable at a U. S. Customs House, and a Customs House broker may be called upon to handle the paper work

Either bill-of-sale form requires the seller to sign an affidavit that there are no unpaid bills or liens against the boat. A false statement to this effect is a serious matter, and can result in legal action against him The buyer should, for his own satisfaction, see that all current yard or storage bills are paid up or properly prorated, and should inspect any existing yard contracts to see just how things stand

Chartering

ASIDE FROM SALES, another important service performed by yacht brokers is that of arranging charters Many yachtsmen find that their limited time does not justify their owning a cruising boat, yet, by chartering, can acquire a boat to suit their requirements for an occasional cruise. Brokers have developed a comprehensive charter contract, based on maritime law, for the protection of both owner and charterer, and a charter made without benefit of such an agreement could prove unfortunate. Charters sometimes lead to sales, and in fact there is no better way for a prospective buyer to test the performance of a boat he may later want to buy.

As no one boat can completely satisfy all the desires of her owner, yachtsmen are constantly seeking something larger or smaller, newer or older, plainer or fancier, than their present boats. Also, new participants in the sport, with proper encouragement, can provide an ever-broadening market. The task of bringing together buyers and sellers, or owners and charterers, is the specialty of the yacht broker, who shares with his fellow-yachtsmen the aim that through his efforts the sport shall grow and flourish

COMMODORE OF THE TEXAS NAVY

(*Continued from page* 81)

arm and two fingers of his left hand but his dexterity in driving fastenings, saw-sharpening, nail-pulling, and similar jobs is amazing. The building was in the nature of a community project—many pitched in: the Fowler family, including three boys, Dud, Bob and Brad (21, 16 and 14 years old, respectively); handyman Otto Klein; Wick Fowler, and many more.

Commodore combines something of the old and the new in her equipment. Her anchor, recovered from Galveston Bay 20 years ago, is reputed to have been one used by Jean LaFitte But for entertainment and communication, she carries a juke box and ship-to-shore radiotelephone

Scene of the construction was the Fowler country home, Greensnores, six miles upriver from Tom Miller Dam. Launched and commissioned March 20, she is used on the lake above the capital, and for river excursions. She can accommodate up to 200 persons at a time.

BRIDGE BOAT YARD FEATURES SERVICE

The Bridge Boat Yard of City Island believes that it is impossible to build lasting customer good will and volume sales without consistently good service and products. Consequently they specialize in service, and they are dealers for the 1950 Owens cruisers

Among Bridge Boat Yard's innovations are its Sky Service and a used boat lot, similar to a used car lot, where prospective customers can inspect available used boats with facility and in comfort

The slogan of this aggressive organization is: "Buy your boat on the water where it can be seen, sailed, serviced."

COLLAPSIBLE TOASTER

RUDMAN & SCOFIELD, INC. has just manufactured a 4 slice stainless steel collapsible insulated toaster which will operate over any type of fire. It should find a place in every galley. See it at their offices, 275 Pearl Street, New York City

CHRIS-CRAFT ENGINE DISTRIBUTOR

DUNHAM Shipyard & Sales Co., Inc., City Island, N. Y., has been appointed the Eastern Distributor for Chris-Craft marine engines, taking in a territory of New York, Westchester, part of Connecticut and New Jersey. A full line of marine engines will be in stock at all times including a complete line of parts and accessories

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All-Plastic 8-in. DOLLS

No. 1. Fully-jointed. Mohair wigs. Organdy skirt. Red hair-bow. Plastic locket.

No. 2. Red taffeta dress. White organdy apron. Heart hat. Plastic locket.

CUDDLY LAMBS

BLACK OR WHITE

Washable. With plastic lockets. Stuffed with pure foam rubber, 12-in. size. 9-in. size (with red felt trim).

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Train as well as entertain

This famous line of educational toys covers every age group from infancy through pre-school years. They're approved by pediatricians and educators.

Better stores everywhere know that Holgate means quality, value, customer satisfaction and profitable repeat business.

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The Authentic "CINDERELLA"

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GUND takes pride in announcing the newest, most imaginative Walt Disney characters:

★ **CINDERELLA DOLLS**

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The rags-to-riches story of the first lady of legend, and her cute-as-a-button friends, GUS-GUS and JAQ is being publicized and promoted throughout the land in newspapers, national magazines and on the radio.

Made by GUND with the same famous standards of quality and craftsmanship that buyers have depended upon for over 50 years.

Promotional Possibilities —

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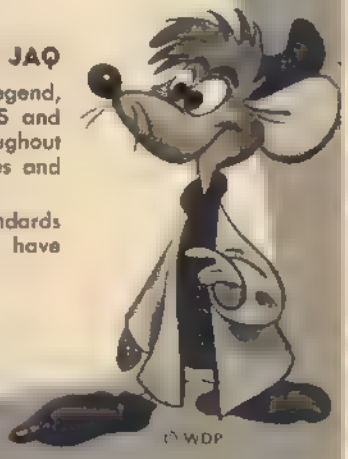
JAQ



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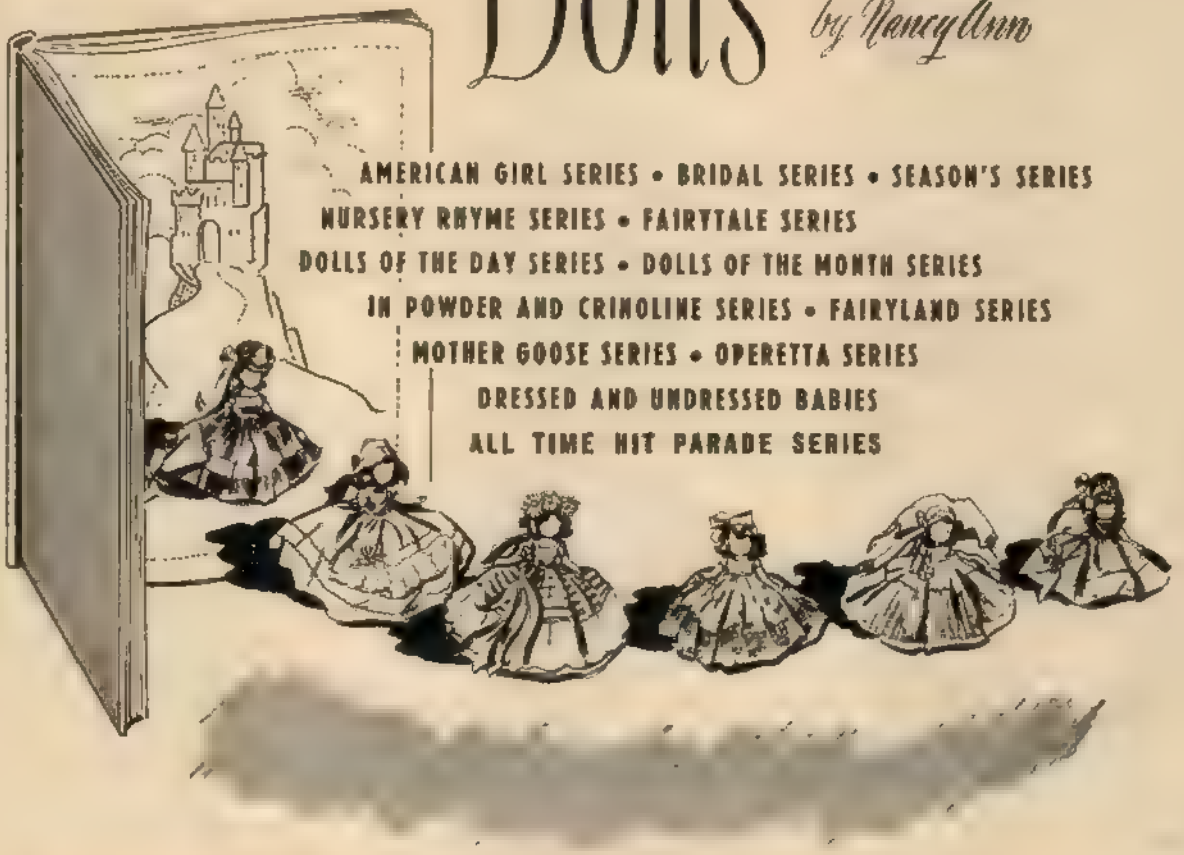
Storybook Dolls

by Nancy Ann



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up all available supplies of many raw materials, even if the government were not in the market. Scrap steel prices have increased from $26.25 to above $31 a ton (a year ago the prices ranged from $43 to below $20), and scrap steel is a pretty good barometer of the steel industry in general. Then, too, the present housing boom will require lumber and other materials, some of which have already been priced higher.

Chances are that wages will also continue at high levels, with a growing demand for extras, such as pensions.

It would appear, then, that prices will remain at present levels or even go above them, so that inventory on hand may prove of great value to retailer, wholesaler and manufacturer alike.

One reason why manufacturers would like retailers to carry plenty of inventory is to assure firm orders on their books, so that they can figure out economical production schedules and run their plants on a steady basis. Where only little orders are received, and only at irregular intervals, it will be seen that manufacturing plants cannot operate on a capacity basis—must shut down occasionally while waiting for further orders. This does not make for economy in production, or lower prices.

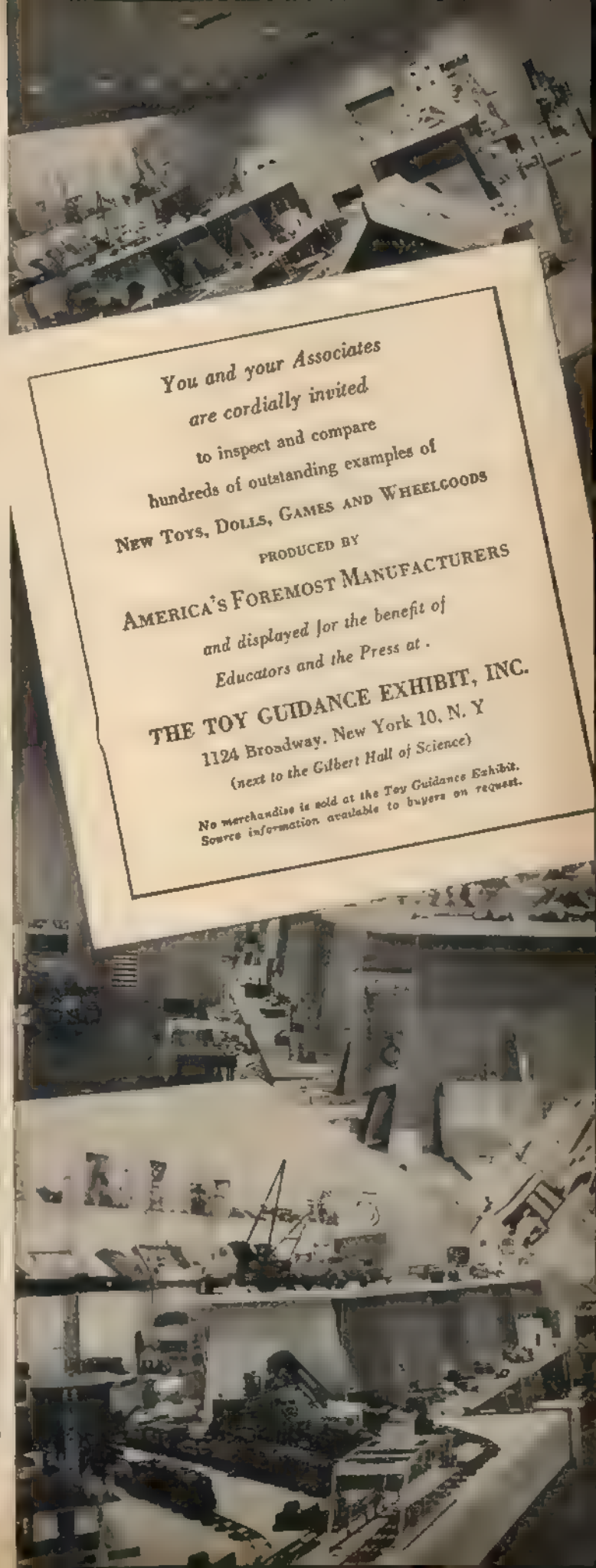
Inasmuch as the very existence of the retail store depends upon the goods it has to sell, and since the average dealer wishes to buy at as attractive a price as possible, it would seem that a logical practice would be to place orders early and have the goods delivered. The chances of too large inventories, compared with the likelihood of increased prices, are about fifty-fifty.

If merchandise is not purchased in amounts that will cover the dealer's needs for a few months ahead, it is possible that he will not only be obliged to pay more for it, but that he may not even get the goods when wanted.

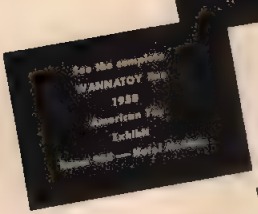
Population Increasing

THE number of people in the United States is on the increase, and it is estimated that by 1980 there will be 180 million of them, with 200 million by the year 2,000. More than 30 million babies were born between 1940 and 1950, and the number of youngsters under five is now about 50 per cent over 1940. Births are still on the increase, with many more infants due in the 1960's and 1970's as today's youngsters marry and establish families.

Thus it appears that the toy business will continue good for quite some years to come, for as present babies grow older, their toy requirements become proportionately larger. On the other hand, the great number of new infants will promptly require rattles, teething rings, feeding dishes, cradle gyms and rubber and bath toys of various kinds.



new! WANNATOY FAST SELLERS to feature for '50!

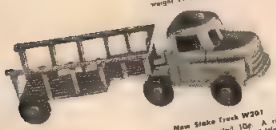


They've got everything to bring you bigger than ever profits this year — all year long! Bright color . . . Action . . . Durability! And they're priced for the quick turnover that means volume profits! Get off to a red-hot start for '50 — order these WANNATOYS now!

Sells on sight!

Wannatoy Cowboy CB-1. Suggested retail $1.00. Attractive four-color "wild westerner" the kiddies will love. Stocking filled with a BIG Wannatoy assortment. 18¾" high x 9" wide. Packed 24 to a shipping carton. Approximate weight 9 lbs.

New 6-wheel Trailer Van W200 Suggested retail 10¢ Brilliant red, yellow and black plastic — coupling permits almost 90° turns — all 6 wheels roll freely 5" long x 1⅞" wide x 1⅝" high Packed 1 gross to shipping container Approximate weight 11 lbs



New Stake Truck W201 Suggested retail 10¢ A realistic addition to the fleet of Wannatoy work trucks with 4 new rolling tailgate coupling Brilliant colored paints 5" long x 1⅝" wide x 1¾" high Packed 1 gross to shipping container Approximate weight 9 lbs.

New Plastic Oil Truck W202 Suggested retail 10¢ A red hot seller with loads of play appeal Colorful authentic action toy 5" long x 1½" wide x 1⅝" high Packed 1 gross to shipping container Approximate weight 10 lbs

DILLON-BECK MFG. CO.
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new! WANNATOY FAST SELLERS to feature for '50!

They've got everything to bring you bigger than ever profits this year — all year long! Bright color . . . Action . . . Durability! And they're priced for the quick turnover that means volume profits! Get off to a red-hot start for '50 — order these WANNATOYS now!

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Wannatoy Cowboy CB-1. Suggested retail $1.00. Attractive four-color "wild westerner" the kiddies will love. Stocking filled with a BIG Wannatoy assortment. 18¾" high x 9" wide. Packed 24 to a shipping carton. Approximate weight 9 lbs.

New 6 wheel Trailer Van W200
Suggested retail 10¢ Brilliant red with blue and black plastic – coupling permits almost 90° turns – all 6 wheels roll freely 5" long x 1⅛ wide x ⅜ high Packed 1 gross to shipping carton Approximate weight 11 lbs

New Stake Truck W201
Suggested retail 10¢ A realistic addition to the fleet of Wannatoy work trucks with free swinging tailgate coupling Brilliant colored plastic 5 long x ⅜ wide x 1½ high Packed gross to shipping carton Approx mate weight 9 lbs

New Plastic Oil Truck W202
Suggested retail 10¢ A red hot seller with loads of play appeal Colorful authentic action toy 5" long x 1½" wide x ⅜" high Packed gross to shipping carton Approx mate weight 10 lbs

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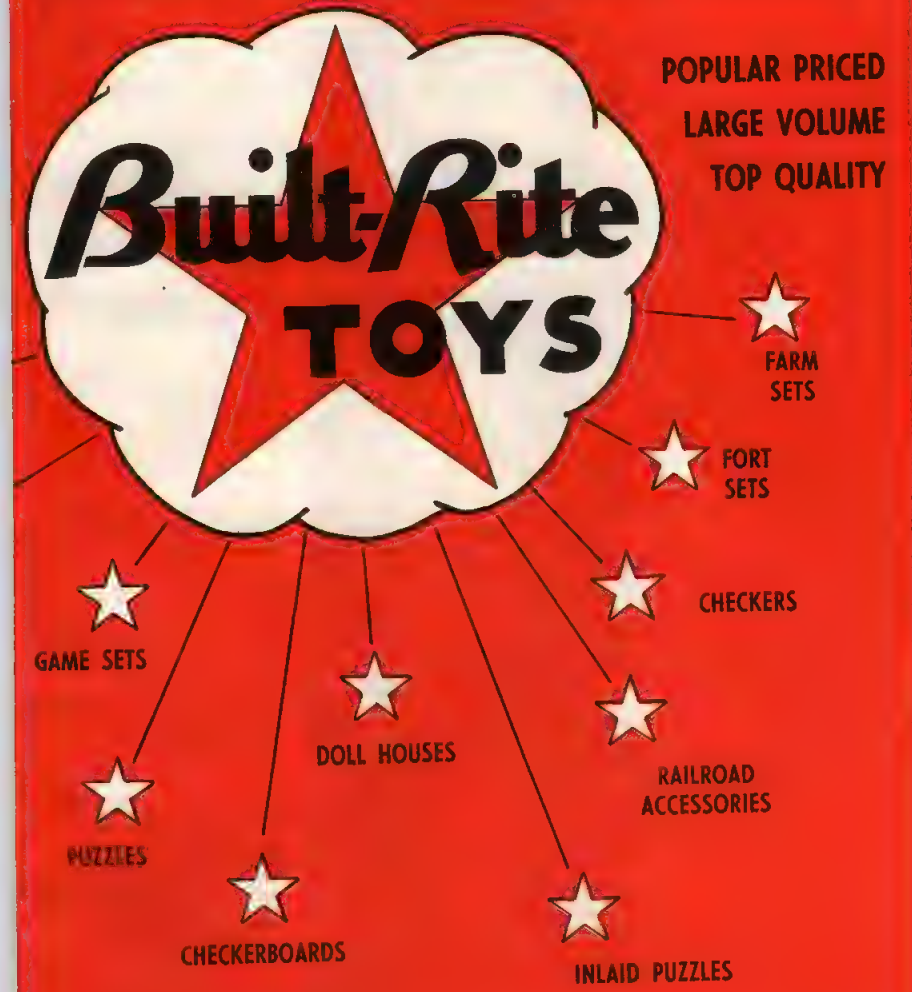

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WHEN YOU LISTEN to your watch, it speaks not only of the passing seconds but of the skills that have gone into its perfection.

To a watchmaker, your watch is like a living thing. For his world is as tiny as the watch he is working on—and as large as the history of recorded time.

Your watch ticks 432,000 times a day—every time the lever jewels strike the escape wheel. It's the constancy of this heartbeat that determines the accuracy of your watch, that makes the big difference between a fine Swiss watch and an ordinary watch. For a fine Swiss watch is painstakingly hand-crafted—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period →.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of repair. No wonder *7 out of 10 jewelers wear fine Swiss watches themselves!*

For the gifts you'll give with pride *let your jeweler be your guide*

The WATCHMAKERS OF SWITZERLAND

It's Watch Inspection Time, September 7-16.

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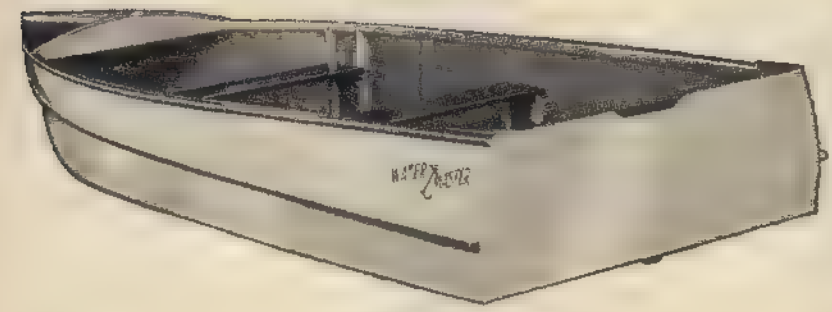
WATER MASTER Safe Light Weight BOATS



SUPREME DECK MODEL

SAFE "V" BOTTOM 12 AND 14 FOOT LIGHT WEIGHT WOOD BOATS BUILT STRONG AND SUITABLE FOR OUTBOARD MOTOR OR ROWING.

5 ply full ½ inch thick V bottom—Safe and strong. "Splash Deflectors" full length eliminate spray. Tumbled in curved transom.

Wide beam, ample depth for sea worthiness. Greater seating capacity — increased loads. High performance—low priced.

Light in weight. Lasting service. Wood screw assembled—aircraft type construction.

Attractive 3 color combination of Revere marine bakelite waterproof finish INTERIOR DECK, Spar Varnish EXTERIOR—White topside with green below "Splash Deflectors" and green bottom

Advertised Nationally In Popular Sports MAGAZINES

WATERTIGHT SEALED. All seams, battens, frames and structural members are permanently sealed watertight with new, plastic waterproofed urea formaldehyde resin glue.

SUPREME WATER-MASTER WITH SPRAY DECK

An all around boat in popular 12 and 14-ft. lengths. Proven design and remarkable performance. Staunch and speedy, easily maneuvered, with bottom strength provided. Spray deck 42½ inches long streamlines the bow and also provides dry storage. FULL LENGTH SPLASH DEFLECTORS" and CURVED TUMBLED IN TRANSOM are essential designed features. Exceptional performance with small motors and capable of handling the larger sizes. Easily handled with oars and light enough to be used in transporting on top of car. **Complete with seats and oarlocks.**

12-FT. SUPREME

Length overall 11 ft. 7⅛ inches. Beam 51 inches. Depth amidship 18¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 2 seats. Weight approximately 130 lbs. Retail $161.50.

No. 3R56. Each..... **121.15**

Add $5.25 for packing carton.

14-FT. SUPREME

Length overall 13 ft. 7⅛ inches. Beam 52 inches. Depth amidship 19⅝ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 159 lbs. Retail $187.50.

No. 3R57. Each..... **140.65**

Add $6.15 for packing carton.

SUPER WATER-MASTER OPEN STYLE

The ideal craft for the rough water fisherman, easily rowed yet fast under outboard power with the style and trim appearance that gives pride of ownership. You can enjoy the comfort and safety provided by the V Bottom design, wide beam and greater seating capacity. These models are the same as the Supreme except provided with Bow seat in place of Spray Deck. FULL LENGTH SPLASH DEFLECTORS" and CURVED TUMBLED IN TRANSOM. **Comes complete with seats and oarlocks.**

12-FT. SUPER

Length overall 11 ft. 7⅛ inches. Beam 51 inches. Depth amidship 18¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 124 lbs. Retail $151.85.

No. 3R54. Each..... **113.85**

Add $5.25 for packing carton.

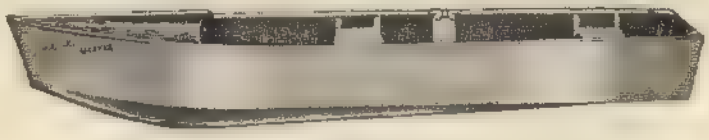
14-FT. SUPER

Length overall 13 ft. 7⅛ inches. Beam 52 inches. Depth amidship 19⅝ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 144 lbs. Retail $175.40.

No. 3R55. Each..... **131.50**

Add $6.15 for packing carton.

- SAFE
- ROOMY
- PORTABLE
- NO NAILS
- ADAPTABLE



DELUXE WATER MASTER 12-FT.

EVER POPULAR WATER-MASTER BOATS - 12-FT. STANDARD AND DELUXE MODELS

DE LUXE - 12-FT. WITH SPRAY DECK

De Luxe Model WATER-MASTERS are the finest boats of their type ever offered—Built of quality materials by master craftsmen, incorporating proven design principles—they offer the user maximum safety, comfort, durability and ease of handling both in and out of the water. Ideal for rowing and for outboard motor use. Equipped with two-section custom-built plywood foredeck that protects the interior from speed-thrown spray. Comes complete with seats and oarlocks.

Standard models are prime favorites with fishermen, hunters and outdoormen. Incorporate every detail of the De Luxe Models, except have forward seat in place of spray deck. Furnished complete with seats and oarlocks. For use with outboard motors or oars.

Water-Master with Spray Deck. Dimensions—Length 11 ft. 9 in., width (beam) 48 in., stern width 38 in. height 15 in., depth amidship 17 in. Deck 36 in. long. Weight approx. 96 lbs. Deck-DeLuxe model. Custom-built streamlined design in two sections, of tough, long life, ¾ in. special marine waterproof bonded plywood supported by carlings and rib framework. Retail $116.50.

No. 3R52. Each..... **87.35**

Add $4.25 for packing carton.

WATERTIGHT SEALED. All seams, battens, frames and structural members are permanently sealed watertight with new, plastic, waterproof urea-formaldehyde resin glue.

FINISH. Interior and Deck with two heavy coats Marine Spar Varnish. Exterior two coats, waterproof primer finished with special Revere bakelite waterproof green on sides, stern and bottom.

HULL

SIDES AND BOTTOM. Tough long life ½ in. 5-ply patented special Marine waterproof bonded plywood bottom with ¼ in. 3-ply sides permanently sealed tight.

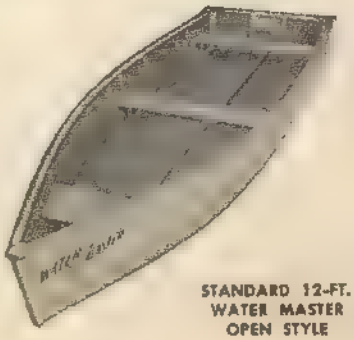
TRANSOM. Curved tumbled out design. Heavy duty for outboard motor use, of ½ in. 5-plywood reinforced by supporting members and motor block.

SCREWS. Over 1,000 heavy cadmium plated screws.

Standard 12-ft. Water-Master Open Style. Dimensions—Length 11 ft. 9 in., width (beam) 48 in., stern width, 39 in., height 15 in., depth amidship 17 in. Weight approximately 87 lbs. Retail $107.50.

No. 3R51. Each...**80.85**

Add $4.25 for packing carton.



STANDARD 12-FT. WATER MASTER OPEN STYLE

TENTS AND CAMPING EQUIPMENT

Pup Tent. High quality, closely woven drill Khaki color, "Arctic Bay" waterproof treated. Triangular shaped in rear (1'6" extension) for added roominess. Complete with collapsible poles, ropes and steel stakes. Finished size 5' x 7' Height 3'6". Shipping weight 6 lbs.

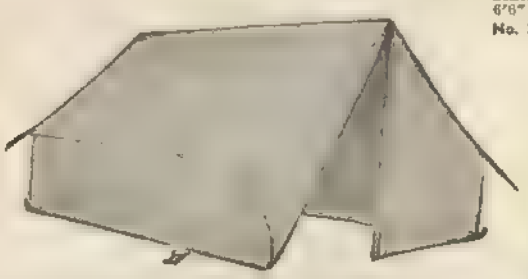
No. 23R201. Each.....4.44

Two Man Tent. High quality, closely woven "Arctic Bay" treated drill. Complete with 6' jointed center pole, canvas buckets, steel stakes and guy lines. Finished size 6'6" x 6'6" Shipping weight 13 lbs.

No. 23R208. Each . . 9.74

Tepee Play Tent Overall, quality, yellow tent with two hand stenciled Indian head designs in red. Complete with wood center pole, and canvas buckets on each corner and on each side of door. 36" awning extension that may be used as a door and fastened with tie tapes. Finished size 4'8" x 4'8" x 5' at center. Shipping weight 5 lbs.

No. 23R202. Each 4 45



Camper Wall Tent Well made, fast selling base tent. Made of light-weight khaki color tent material, genuine Arctic Bay closely treated. All seams lap-felled, and double stitched with Pickory tent thread. Complete with two uprights, doors, ridge pole, Manila guy ropes, and steel stakes.

	Size	Center	Weight		
No. 23R203	4'8"x7'	4'8"	7 lbs	Each	8 08
No. 23R204	7'x7'	5'6"	22 lbs	Each	10 43

Umbrella Tent Attractive green and white painted striped. Supported by sturdy fir pole with wood triple pole and four spreader arms. Storm boards, vent to cool. Finished size 2'6" x 4'10" x 3'9" x 4'10" at center. Shipping weight 11 lbs.

No. 23R205 Each . . .7.13

Special Wall Tent. Genuine heavy duck, treated by the "Arctic Bay" process. Lap felled seams double stitched. Strain points reinforced. Extra wide extension with wide weather lap and tie straps for storm protection. Packed complete with poles, ropes, and steel stakes.

	Size	Ctr	Walls	Sh Wt.	Each
No. 23R209.	7'x7'	6'	3'	32 lbs.	17.04
No. 23R210.	9'x10'	6'	3'	45 lbs.	23 22
No. 23R211.	11'6"x14'	7'	5'	75 lbs.	37 94

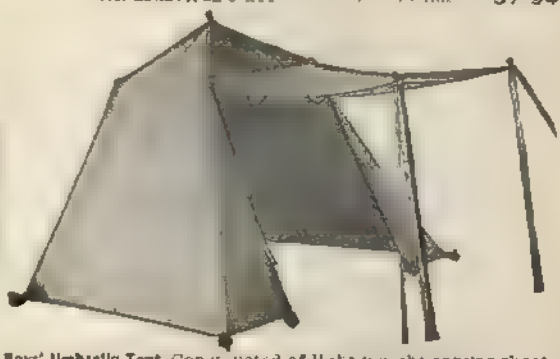
Umbrella Tent. Poleless model of heavy green duck with sewed in canvas floor. Adjustable steel tube frame. Four metal spreader rods. Window in rear. Size 9'4"x9'4" Height 6'10" Shipping weight 85 lbs.

No. 23R212. Each..... .. 39 00

Detachable door curtain for above.

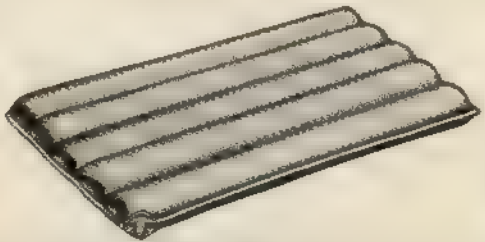
No. 23R213 Each 2.30

Nos. 23R208 TO 23R213 INCLUSIVE SHIPPED DIRECT FROM OHIO FACTORY.



Boys' Umbrella Tent Constructed of light weight canvas sheeting in olive green. Reinforced at stress points. Sturdy steel frame with steel center pole. Tent awning may be used as door. Complete with poles, ropes, and steel stakes.

	Size	Center	Weight		
No. 23R206.	5'9"x5'9"	5'6"	14 lbs.	Each.....	6 94
No. 23R207	7'x7'	6'	15 lbs.	Each . .	8 82



Hodgeman Paklite Air Mattress. Made of strong khaki color sheeting, coated on inner surface with two layers of high quality rubber to make air tight. Vulcanized after making. Lock type air valve. For use as bed or mattress. Size 25" x 72" Shipping weight 5 lbs.

No. 23R301. Each 9.17

Hodgeman Air Pillow. Same construction as Air Mattress. Size 18" x 20".

No. 23R302. Each.....2 06

Hodgeman Mattress Air Pump. Made entirely of rubber with twice the capacity of an ordinary tire pump. Cannot be dented. No screw attachments. Rolls up within mattress for carrying. Weight 14 oz.

No. 23R303. Each 2 18

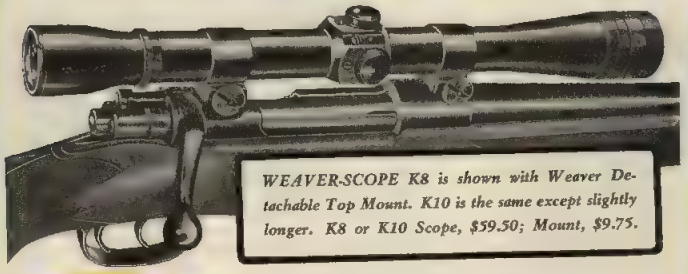
Ta-Pat-Co Scout and Hunter Sleeping Bags. Cover made of closely woven, water repellant material. New kapok filled and quilted. Canopy top forms outside duffel when rolled. Full length zipper down side and across bottom. Size 36" x 82". Shipping weight 10 lbs.

No. 23R401. Each 15 58

No. 23R402. Same as above Boy Scout style. Size 33" x 75". Zipper half length. Shipping weight 8½ lbs. Each 13 23

NEW! 8 and 10 POWER WEAVER SCOPES

MODELS K8 and K10



WEAVER-SCOPE K8 is shown with Weaver Detachable Top Mount. K10 is the same except slightly longer. K8 or K10 Scope, $59.50; Mount, $9.75.

Windage and elevation adjustment knobs on the K8 and K10 are equipped with graduated dials which can be set at zero after sighting in. These knobs are protected with screw caps.

Knurled rings on the forward end of the scope move the objective lens forward and back to provide for focusing from 50 feet to 1,000 yards, but the lens itself does not rotate, and the point of impact will not be shifted by changing focus.

WEAVER-SCOPES K8 and K10 were designed for long range varmint shooting and competitive target shooting. Elevation and windage adjustments are ¼" click, positive and exact, guaranteed accurate and dependable. The large 34 mm. objective lens, which is hard coated and lets in plenty of light even at dusk, is adjustable and has a focusing ring that can be set for any range from 50 feet to 1,000 yards. The K8 and K10 are built with real hunting scope sturdiness, and because of their protected internal adjustments, can be mounted with rigid, solid mounts.

NOW — 11 MODELS
Priced from $9.75 to $59.50

Your scope variety is complete when you carry WEAVER-SCOPES, and you'll never lose a sale for lack of a scope in the type and price class your customer wants.

WEAVER-SCOPES AND MOUNTS ARE AVAILABLE FROM JOBBERS EVERYWHERE

W. R. WEAVER COMPANY

Dept. 10 **El Paso, Texas**

No. 48WJS Lyman Micrometer Receiver Sights

For Winchester Models 70 and 54; Remington Models 721 and 722

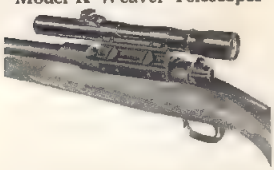
Has short slide improved base making it unnecessary to cut the stock, but with ample elevation adjustment for usual ranges. The knobs for windage and elevation are large. The direction of adjustment is the same as in telescope sight mounts. The clicks are ¼ minute giving a change of ¼" in 100 yards, ½" in 200 yards, etc.

Windage scale is in front of aperture and detachable disc is regularly supplied. Winchester 70 and 54 receivers are already tapped for this sight. Shipping weight 6 ozs. When ordering give make, model and caliber of rifle

No. **48WJS** Micrometer Receiver Sets.....Each **12.50**

For Other LYMAN SIGHTS write for Catalogue and Prices

Model K Weaver Telescopes



With Weaver Detachable Side Mount (Illustrated)

Model K2.5 (2½ Power)

Has large coated lenses to reduce glare, mounted in a 1" tube. These big lenses provide 30% increase in illumination, can be used in light so poor that any metallic sight is useless. Gives sharper definition, brighter and larger field, and allow faster aiming for quickest shot at running game. Reticule crosshairs standard. Universal focus with adjustment for user's vision. Internal windage and elevation adjustments.

Blued steel tube, length overall 10⅜". Weight 8½ ounces. Mount not furnished.

No. **K2.5** Weaver Telescopes .....Each **37.50**

Model K4 (4 power)

This is the choice of the experts. Has lenses even larger than the K2.5 giving unusual brilliance.

Needlesharp definition to the edge of the field brings out obscure details in deep dusk. Equipped with Weaver detachable mounts. Weight 10¾ ounces. Length overall 11¼ inches. Same general specifications as Model K2.5. Reticule cross hairs. Mount not furnished.

No. **K4** Weaver Telescopes .....Each **45.00**

Model K6 (6 power)

Has same general specifications as Model K2.5 except longer and greater magnification. Has ample strength for use on any rifle from heaviest calibers down to .22. You can place your shots with pin point accuracy. Equipped with Weaver detachable mount.

Length overall 13 in. Weight 10½ ounces.

Reticule, cross hairs. Mount not furnished.

No. **K6** Weaver Telescopes .....Each **48.50**

Model G Weaver Scopes

With Type N Mount

Steel tube .750-in. in diameter. Eye piece diam. .815 in eye distance. Achromatic lens system; sturdy, compact, large field. Accurate, guaranteed windage and elevation adjustments. Align crosshairs on target when shooting. Target and crosshairs clear and sharp. Model G-4 has friction look adjustments Model G-6 has ¼-in click adjustments, knobs equipped with graduated discs set at zero after sighting.

Reticule, crosshairs; focus universal; adjusts to user's vision. Adjustments internal graduated. Type N Mount furnished at no extra cost

Model G-4. Length overall, 11½ in. Field of view 30 ft.
Wt. 6 oz. (4 power) .....Each **9.75**

Model G-6 Length overall, 13½ in. Field of view, 20 ft.
Wt. 7 oz. .....Each **12.50**

Specify make and model of rifle and high or low position of scope.

Model 4M4 Series Mossberg Telescopes

4 Power—Top Mounting—Internal Adjustments

The Model 4M4 is especially designed for the new Mossberg Model 151M automatic .22 caliber rifle. No. drilling or tapping necessary. Has low mounting, light weight, ease of attachment and adjustment. Dovetailed directly on to the receiver it provides rigid, dependable construcion. The scope is improved, shorter 4-power with internal adjustments for windage and elevation. "Click screws move the cross hair reticule instead of the whole scope tube, ½ minute graduations. Field view at 100 yards—20 feet, weight 1 lb. length 14⅛".

No. **4M4** Mossberg Telescopes .....Each **9.35**

Model 5M4 (4 Power)

For Calibers up to 25/20 and .22 Hornet

Same as Model 4M4 except sets lower on the rifle.

The focus adjustment was made so as to move the objective lens by a simple twist of the cap on the front end. This eliminates all plates, screws, or other adjusting parts. Furthermore, entire reticule assembly can be moved along the tube to bring the cross hairs into sharp focus.

Field of view at 100 yards—20 feet. Weight 1 lb. Length overall 16 inches. Fits rifles snugly.

No. **5M4** Mossberg Telescopes .....Each **9.35**

Model 8M4 (4 Power)

Same as Model 4M4 except with a special designed mounting for rifles which will not take a sight unless it is perched up in the air. Field of view at 100 yards—20 feet. Weight 11 pound. Length overall 16 inches

No **8M4** Mossberg Telescopes .....Each **9.35**

Specify make and model of rifle for which scope is wanted.

Mark 218—22 Power Spotting Scopes

Of all metal construction, built to last. A true precision instrument of 22 power magnification, together with its coated optical lenses, will give accurate detail of distant objects by night or day

Lenses optically ground and polished to give sharpest detail. Four-lens inverting type eyepiece. Objective lens, 38 mm diameter, color corrected. All optics coated.

Length 13 inches. Outside diameter 1¾".

Shipping weight, 1½ lbs.

No. **218** Mark Spotting Scopes .....Each **22.50**

Model D-201 Scopod Stands

A tripod stand for holding telescope when Prone shooting.

Has steady legs for long range eyes. Holds the Mark 218 scope on target. For long range detail and spotting. Chrome plated steel legs—12" long — screw into base to form triangular base 12½" between feet of tripod.

Has convenient elevation and windage adjustment screw.

Shipping weight 1½ pounds.

No. **D-201** Scopods .. ..Each **4.75**

Redfield Junior Bridge Type Scope Mounts

Windage and elevation adjustment screws are contained in the one-piece base. Scope can be replaced or removed any time without disturbing the zero. high velocity. 10 shot. Length of barrel, 6 in. Length centers is exactly the same in all Junior mounts.

Scope is available on a .22 rifle as well as a big game rifle. Redfield Junior Mounts are especially recommended for such scopes as Weaver 29 S, 330, 440, K2.5 series, etc. Texan, Lyman-Alaskan, Zeiss Zielklein, Hensoldt Zielklein, Zielyt, Unertl, Noske Type B. and similar scopes with internal elevation adjustment.

Redfield Junior Scope Mounts .....Each **9.50**

Give make and model of rifle and make and model of scope to be used.

Stith Master Scope Mounts

A V-block design, employing two sets of opposing cones. The scope rests on the four cones as it would in V-blocks, held securely on zero by the simple spring attachment on the scope.

Will handle scopes with tubes diameter ¾", ⅞" and 1". Accommodates equally well scopes with large objectives. A built-in Pop-up sight is provided, instantly available for use when scope is removed.

Mount is adjustable for windage and elevation. Folds down when not in use.

Stith Master Scope Mounts .... Each **20.00**

Give make and model of rifle when ordering.

Pachmayr Lo-Swing Scope Mounts

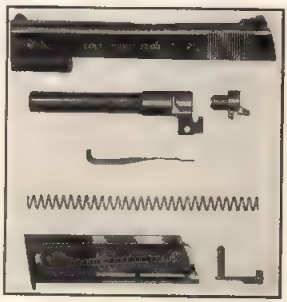
Low swing mount places the scope where is should be as low as possible over the receiver. Can be swung instantly to one side for use of iron sights. Also swings out to one side for top clip loading. This is a rigid versatile mounting. The mount is form fitting, interchangeable and easy to install. Fits scopes: Alaskan; Texan; Challenger; Weaver (all models); G-88; Vectra; Leupold, Noske; Hawk. Gun Models:—Winchester 52, 54, 70, 64, 94, 61, 63, 71, 86, 92, 65, 95; Remington 121, 241, 24, 12, 30-S, 720, 8, 81, 141, 14, 721, 722, Enfield; Savage:—40, 45, 20, 99; Springfield 1903, 1922; Marlin 36A. and others.

Pachmayr Low-Swing Scope Mounts .....Each **20.00**

Give Make and Model of rifle and make and model of scope to be used.

.22 Colt Conversion Units

For Converting .45 and .38 Caliber Pistols



For converting. Formerly designed solely for owners of .45 Government Model Automatic Pistols. Now available for the Super. 38 Automatic also. If you own the .45 or Super .38, you can convert the pistol to the economical caliber .22 Long Rifle cartridge.

This unit gives you two guns by the simple expedient of interchanging the Unit parts with those of the .45 or Super .38. No tools. No trouble.

No. **2238** Colt Conversion Units . .....Each **40.00**

No. **2245** Colt Conversion Units .....Each **40.00**

Colt Automatic Pistols

Super 38

With the one exception of caliber, the Colt Super .38 is identical in construction with the Colt .45 Government Model. It is equipped with both manual and automatic safety locks exactly the same as the .45.

Full blued finish; checked walnut stocks; checked trigger; checked arched housing. Patridge type sights. Capacity of magazine, 9 shots. Length of barrel 5 inches. Length overall 8⅛ inches. Weight 39 ounces.

No. **9538B.** .38 Caliber, Super .38 uses the .38 Automatic Cartridge .....Each **65.00**

Prices Shown are Manufacturers' Lists

Specifications

14'6" Long, 5'0" Beam, 21" Deep
Weight—200 lbs. not including outboard motor. Inboard approximately 300 lbs., depending on size of motor selected.
Hull Plating, Deck and Frames—16 ga. aluminum
Keel—⅛ x 3½ Flat Aluminum Bar
Gunwale — ⅛" Thick Aluminum Formed to Shape
Seats—1" Clear Fir
Flooring—⅝ x 3" Fir
Flotation—Aluminum Air Tanks

Fourteen feet six inches of one of the safest Run-A-Bouts ever built. Deep and beamy for safety and comfort, this lightweight Welin designed Run-A-Bout is ideal for inland water fishing or surf trolling. Its corrosion-resistant, high tensile strength aluminum hulls mean low upkeep and long life.

This eye-appealing seaworthy Run-A-Bout designed by Philip H. Rhodes is non-sinkable. It is safe for use by youngsters and the entire family. It is an ideal combination rowing, outboard or inboard boat.

ALUMINUM—INBOARD OR OUTBOARD
RUN-A-BOUT

RUGGED—SEAWORTHY
UTILITY LAUNCH

A boat that can easily be converted to many uses.

There is a need for a sturdy, pleasing, ship-shape launch that can be purchased as a bare hull or hull and motor. Appointments or extras to suit individual requirements can be installed by the owner, or arrangements can be made for their installation.

It has a heavy gauge galvanized hull constructed in the same manner as Welin build their famous seagoing lifeboats—lifeboats that for 45 years have met U. S. Coast Guard requirements for OCEAN service.

Results of exhaustive tests under all conditions show it to be completely seaworthy and exceptionally dry in rough and following seas.

Read these specifications and judge for yourself.

25' 9" Length, 8' 6" Beam, 2' 6" Draft.
Heavy Gauge Galvanized Steel Hull, Riveted.
Exceptionally Large Cockpit.
⅜" x 2½" Bar Keel.
Forward Compartment for Anchor Storage.
Watertight Hinged Manhole to Haul in Anchor in Rough Weather.
65 gal. Gas Tank for Long Cruising
Emergency Tiller.
Curved Plexiglas Windshield if Required —100% Visibility.
18.6-M.P.H. top speed with 115 H.P. Motor.
Throttles Down to Low Trolling Speed.
Large Removable Floor Sections.
Well Ventilated Bilge.
Low Center of Gravity.

DEALERSHIPS AVAILABLE.

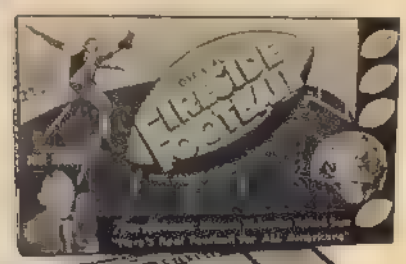
IDEAL BOATS FOR FAMILY PLEASURE • FISHING

Welin

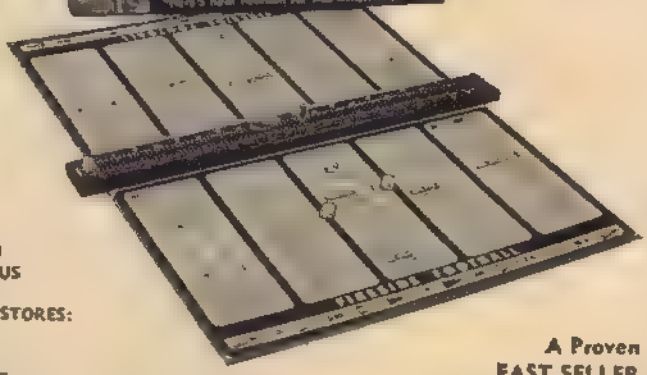
DAVIT AND BOAT DIVISION OF CONTINENTAL COPPER & STEEL INDUSTRIES, INC.
PERTH AMBOY • NEW JERSEY
SAN FRANCISCO • CALIFORNIA

AMERICA'S NEW FOOTBALL GAME *Sensation!*

REAL FOOTBALL ON A TABLE FOR FANS 8 TO 80!



2 to 8 CAN PLAY



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TOM HARMON

ALL AMERICAN HALF-BACK AND ACE TV AND RADIO SPORTS ANNOUNCER

AVAILABLE IN TWO MODELS:

DELUXE	Suggested Retail $3.00
STANDARD	Suggested Retail $1.50

Free DEALER NEWSPAPER ADVERTISING MATS

FEATURED IN THESE FAMOUS SOUTHERN CALIFORNIA STORES:

MAY CO.
DESMONDS
SCHWABACHER- FREY CO.
And Many Others!

A Proven FAST SELLER in SPORTING GOODS and TOY DEPARTMENTS

Here's the game that promises to sweep the country this year! Introduced in Southern California just before Christmas, *Fireside Football* was an instant hit.

Simple to play. No complicated rules to this game that is played like *real* football. Beautifully lithographed and leatherette bound, pegged playing field. No spinners or delicate gadgets. Includes 3 dice, 3 pegs and instruction pamphlet. Packed in attractive, sturdy box.

Order your supply today for year-round profits!

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SMOOTH SAILING IN ROUGH WATER

it's a

WHEELER 40'

Yachtsmen in the know all agree that there are no better cruisers available than the new Wheelers. Make your next a Wheeler, why be satisfied with less than the best?

The new forty-footer has as standard equipment running water, shower, stainless galley, teak cockpit, seven beds, three cabins and two toilets- frames on 7" centers, mahogany planking, and yet it costs no more. Investigate

WHEELER
"LIFE TIME"
CONSTRUCTION

TRUE BLUE WATER CRUISERS

30'—33'—36'—40'—44'

The new 36-foot fleet has twin stateroom sedan, triple stateroom sedan, express cruiser and double cabin; each model a beauty in every respect. They are perfectly built, beautifully finished and appointed. Each model sleeps 6 and is available single or twin screw, with speeds up to 23 miles.

SPORT FISHERMAN

28'—30'—33'—36'—40'—44'

Wonderful offshore boats with properly engineered equipment. Let us quote on your fishing boat needs.

YACHTS

44'—46'—48'—55'

A beautiful fleet of outstanding yachts with fine living comforts and wonderful performance inshore or offshore. Each Wheeler yacht is custom built to your exacting requirements each a perfect gem.

NEW 36' DOUBLE CABIN CRUISER

VISIT OUR PLANT

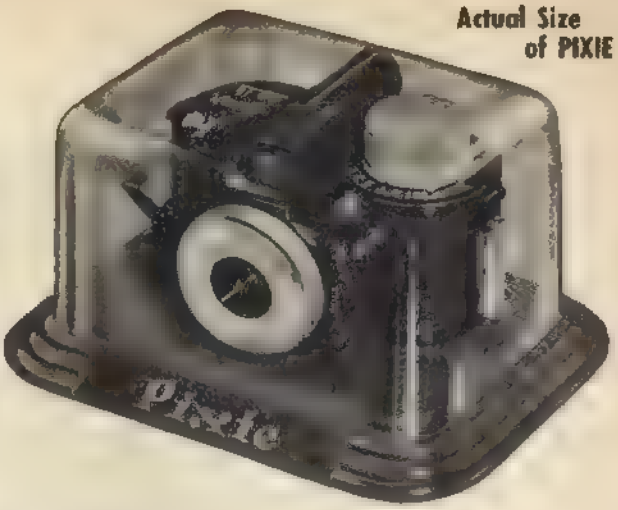
ASK FOR LITERATURE

Time Honored For Rugged Seagoing Cruisers

WHEELER SHIPYARD COMPANY FT. OF PATTERSON AVE., CLASON POINT, NEW YORK 61, N. Y. TAlmadge 3-7800

Whittaker Micro 16

Pixie MAGAZINE-LOAD CAMERA



Actual Size of PIXIE

SO TINY YOU CAN WEAR IT ON YOUR WRIST . . . the Pixie is a completely new kind of camera designed for the mass market One of the tiniest cameras ever made, the Pixie is precision built of polystyrene, with a 3-stop f8.3 lens. Take color and black and white Rotary 1/50 sec. shutter Magazine film loading Eye-level lens view finder. Exposure counter dial Fixed focus from 3 ft. to infinity. Uses MAGAZINE LOAD (instantly interchangeable) COLOR and B & W FILM that enlarges to 2½"x3¼" A sensational mass seller!

No. 99J7. 1 to 11. Each.....3 33 12 or more, Each.....3 00

4.95 RETAIL

PIXIE LEATHER CARRYING CASE

Protects camera when carried in purse or pocket. Genuine leather with belt loop. Retail .98.

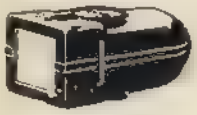
No. 99J8. 1 to 11.
Each ..... .67
12 or more, each... .60

PIXIE WRIST STRAP HOLDER

Fitted with metal adapter to snap on and off instantly. Genuine leather. Retail .69.

No. 99J9. 1 to 11.
Each ..... .46
12 or more, each... .41

PIXIE VIEWER



For viewing Pixie transparency color strips Plastic. Fixed lens. For 16mm film only. Retail each .98.

No. 99J10. 1 to 11.
Each ..... .67
12 or more, each... .60

PIXIE BLACK and WHITE FILM

Black & White film, 14 exposure magazine. Daylight load instantly interchangeable with color film magazine. No threading or winding—just snap in and out of camera. Price of film includes developing and 14 prints 2½"x3½" returned directly to consumer Retail 1.29

No. 99J11. 1 to 11, each.... .86 12 or more, each.... .78

PIXIE COLOR FILM

Color film, 14 exposure, Daylight load. Instantly interchangeable with B & W film magazine. Quick and easy to load without threading—just slip magazine in camera and close back Price of film includes processing and return of a positive transparency strip ready for brilliant screen projection or direct viewing 16mm size, Retail 1.29.

No. 99J12. 1 to 11, each.... .86 12 or more, each . .78

ABOVE LISTED ITEMS FAIR TRADED • RETAIL PRICE INCLUDES FEDERAL EXCISE TAX

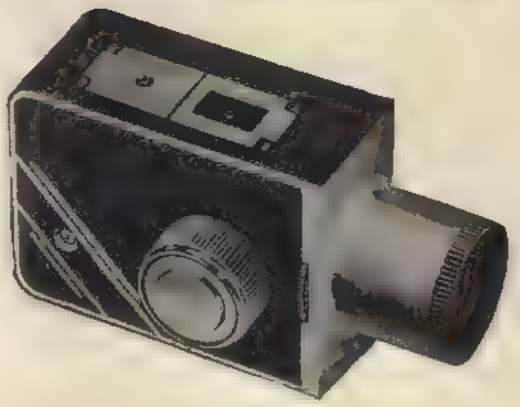
One of the WORLD'S TINIEST Precision Crafted CAMERAS

- So tiny—it fits into vest pocket or purse.
- No threading—load and shoot in 5 seconds.
- Daylight loading.
- Rapid-fire shooting—snaps 14 pictures in 24 seconds.
- One quick turn of knob—and film is wound, shutter cocked.
- Automatic frame counter.
- Shoots color and black-and-white.
- Prints are 2¼ x 3½.
- No double exposure—anytime.

ONLY 3 CONTROLS

1. f6.3 for dull days and color.
2. f.11 for hazy days.
3. f.16 for bright days.

TYNAR



ACTUAL SIZE OF TYNAR

Retail $7.95

INCLUDING FEDERAL TAX

Only --

1⅝ inches HIGH
3 inches LONG
⅞ inches WIDE

Precision crafted, like a fine expensive Swiss Watch. Features Tynar Achromatic lens—comparable to those used in the most expensive cameras. Its characteristics are comparable to fine, expensive Tessar Lens While not a telephotic lens, The Tynar has the characteristics of a telephoto lens. Tynar also affords excellent portrait shots.

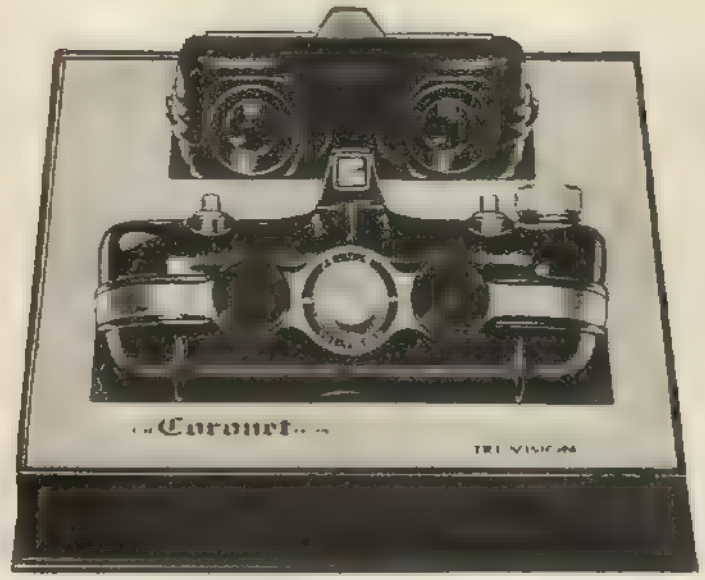
Lens are precision set to 1/1000 of an inch fully color-corrected. Fine die-cast metal case Automatic, finger tip lens opening control. Calibrated constant speed shutter parallax corrected finder to assure centering of images and perfect composition. Fixed focus. Direct-vision view finder

No. 99J13. 1 to 11, Each 5.14
12 or more, Each... .. ..4.90

Black-and-white Film for above Retail .50 each or 3 for 1.47

No. 99J14. 1 to 3 dozen. Per dozen.....3 82
3 dozen or more, Per Dozen.....3.53

HANEEL TRI-VISION 3RD DIMENSION CAMERA AND VIEWER



Here is a camera which not only takes all conventional type single pictures . . . but also brings you the newest, greatest thrill in photography, startling THIRD DIMENSION IN FULL COLOR—made possible because it has two lenses instead of just one. TRI-VISION scenes have depth, warmth and perspective. The subjects have roundness, naturalness and form. For what you see in the TRI-VISION Viewer is exactly as your own eyes view a scene in real life . . because the third dimension is added through fusing and viewing two side by side pictures simultaneously, eye distance apart.

With the TRI-VISION Camera you can take all the usual type of pictures not only more economically, but more easily as there are no trick gadgets to fuss with. But when you employ it with equal ease to take TRI-VISION THIRD DIMENSION pictures, you step into an entirely new, thrilling photographic realm. You can create a life-like record of your children, family members, pets and friends and literally see them come to life and "grow up" again as you review the pictures in sequence.

The new 1949 Coronet Model TRI-VISION Camera comes in ebony black with rich satin-finish metal trim, and many new features including hinged back. It is a bantam, candid-type camera with just one button to push . . . and just one simple aperture adjustment to make. Quality made with universal fixed focus lens, brilliant view-finder, and Accurate lenses. Takes 6 sets of full color Third Dimension pictures on Eastman 828 KODACHROME FILM or in Black and White pictures on standard 828 film.

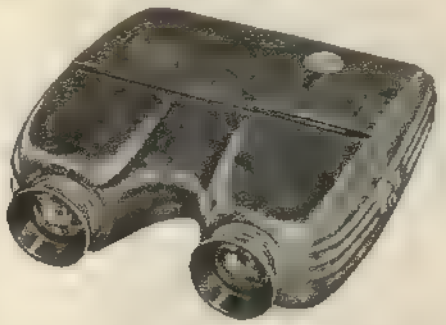
Here is the all-purpose camera with viewer included—at everyone's price. A new low price so reasonable for such smartly turned out and packaged and such quality-made equipment as to set a new value high in photographic history. Here is the camera that caters to the growing demand for 3rd DIMENSION Photography) color or black and white . . and, which takes single pictures, too! Which takes more pictures on a roll of film . . and which anyone can operate with ease.

Just one simple aperture adjustment . . hold camera level . . press the button . . and you get perfect results every time!

Your customers won't be able to resist this truly super camera value . . . priced for today's selling . . . and superbly packaged. Thorough, recent tests have proved it moves surprisingly off the camera counter. Retail 22.95 (tax incl.)

No. 99J993. Camera and Viewer Set
1 or 2, Each 15.92
3 or more, Each 14.52

No. 99J996. Carrying Case. Retail 4.95
1 or 2, Each 3.30
3 or more, Each 2.97



Smartly streamlined Tri-Vision viewer made of richly grained walnut finish plastic matching the cover in a convenient shape and size to slip in the pocket, either electrically self lighted with enclosed batteries or clear vision daylight models. These lenses magnify the scene or view creating the optical illusion exactly as your own eyes would see it. No effect of photography is so satisfying and realistic.

Tri-Vision Clear Vision Viewer. (Illustrated in set). Handsome plastic viewer to match camera. Stainless steel backing, and bright aluminum ready-focus eye pieces. Retail 4.50.

No. 99J994. 1 or 2, Each . . **3.00**
3 or more, Each **2.70**

Battery Lighted Viewer. (Illustrated above) This is a must on the list of accessories. Beautiful plastic viewer with enclosed lighting plant. Enables you to see transparencies in any light from any direction with amazing clearness. Retail 9.95.

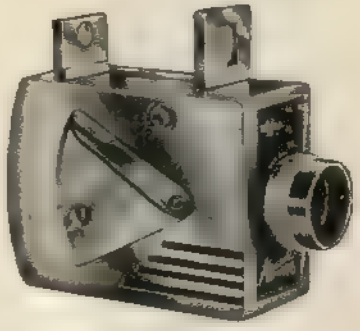
No. 99J995. 1 or 2, Each **6.63**
3 or more, Each **5.97**

PHOTO-ETTE CAMERA

A camera designed to lead the low-priced field in quality and performance. The push-button, self-cocking shutter release is exceptional in a camera of this low price. Fixed focus. Takes clear, sharp, pictures as close as 6 feet from subject. Case is molded plastic. 3⅝ x 3⅜ x 2⅝ inches. Small enough to carry in purse or pocket. Camera is in an attractive two-color carton. (Cord not included). Retail 1.00.

No. 99J30. Per dozen **8.00**

Minute 16



ONLY 2¾ x 1¾ x 1 inches

Universal's NEW Precision miniature camera is compact and small but yet its performance is great and a camera for all occasions where good pictures are desired. Any [illegible] Minute 16 effectively as loading and operation are simplified.

Satin Chrome plate finish metal camera housing. Attractively boxed. Coated, color corrected achromatic lens f6.3 variable aperature, focal length 1.3 inches, set at fixed focus. Rotary, behind the lens shutter. Speed 1/50th second. Included instruction book. Films UNI-PAN—14 exposure Panchromatic film magazines and UNI-COLOR—14 exposure direct color transparency film magazines. Processing done at all Universal Camera Laboratories at extra charge and is not included in cost of film.

No. 99J32. Camera. Retail 7.95
Each 5.57
12 to 23, Each 5.43
24 or more, Each 5.22

No. 99J33. Flash Unit. Retail 3.95
Each 2.88
12 to 23, Each 2.74
24 or more, Each 2.68

No. 99J931. Camera and Flash Unit Combination. Retail 11.90.
Each 8.45
12 to 23, Each 8.17
24 or more, Each 7.90

No. 99J34. Black and White Film. (Panchromatic).

No. 99J35. Color Film. Retail 35c each.
1 to 47, Each 25
48 to 71, Each 24
72 or more, Each 23

Wilson Tennis Rackets, Balls and Accessories

Wilson Flight. Ash frame with fibre laminations finished with [illegible] shoulders. Trimmed with black, white and red fibre-lined bindings. Good grade calfskin grip. Nylon strung. Retail 6.00.

No. 9R3. Each, .3.65

Wilson Bobby Riggs Golden State. Strata-Bow frame—made of white ash and red and blue fibre laminations. Shoulders have blue overlay. [illegible] finished in white. [illegible] grade calfskin grip. Nylon strung. Retail 10.00.

No. 9R19. Each 4.97

Wilson Mary Hardwick Finalist. [illegible] weight, balance and feel Strata-Bow frame of ash and fibre. White overlays. Red, white and blue bindings. Tan, perforated calfskin grip. Nylon strung. Retail 11.00.

No. 9R17. Each 5.42

Wilson Mary Hardwick Personal. [illegible] weight, balance, and feel Strata-Bow frame. Tan outside center skived, perforated calfskin grip. Strung with multi-ply braided nylon. Retail 18.50.

No. 9R18. Each 12.08

Wilson Don Budge Finalist. Strata-Bow [illegible] made of white ash and black fibre laminations. Natural finish with white black [illegible] Black perforated calfskin grip. Nylon strung. Retail 11.00.

No. 9R15. Each 5.42

Wilson Jack Kramer Signature. Strata-Bow frame with all white ash laminations. White overlays. Basswood [illegible] white and black bindings and leather grip with outside [illegible] grooves. Nylon strung. Retail [illegible]

No. 9R16. Each 8.48

Wilson Jack Kramer Autograph. Strata-Bow frame constructed of white ash. Rawhide shoulder reinforcements. Throat reinforcement of pre-bent maple. Basswood handle. Strung with multi-ply braided nylon. Retail 18.50.

No. 9R14. Each..... -12.08

Wilson Tennis Balls. Hard wearing tough felt cover. Made of 100% natural rubber. Pressure packed in hermetically sealed cans. Marked with 1 to 10 spots for ease in selection. Packed 3 balls to can. One dozen in a carton.

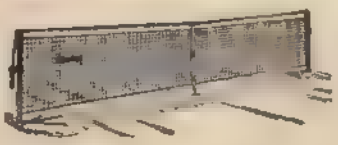
No. 9R1
Per doz. 5.75

Dunlop Tennis Balls. Championship uniformity of weight, bounce, and compression. New thick felt cover provides extra sets of play on any type court. Pressure packed, 3 in can. One dozen in carton.

No. 9R31.
Per doz. .. 5.75

Wright & Ditson Tennis Balls. Perfectly balanced [illegible] in championship play. Thicker, fuzzier cover wears [illegible] instead of smooth. Hermetically sealed, pressure packed 3 to can. One dozen in carton.

No. 9R33.
Per doz. 5.75



TENNIS COURT NETS

27x3 feet, 12-thread, single court, roped
No. 9R28. Each 3.92

36x3 feet, 12-thread, single court, canvas bound
No. 9R29. Each..... .8.08

42x3 feet, 15-thread, double courts, canvas bound
No. 9R30 [illegible] 9.22

42x3 feet, 21-thread, double courts, canvas bound
No. 9R22. Each 11.90

Bike No. 105 Supporter. Popular priced all woven elastic supporter 3-inch waistband, 1½-inch leg straps of good quality elastic webbing. Three sizes: small, medium, and large.

No. 9R35. Per dozen. 5.24

Bike No. 10 Supporter. Deluxe garment with knitted cotton and rayon pouch. Inlaid rubber in waist and leg bands. [illegible] Three sizes: small, medium and large.

No. 9R36. Per dozen 6.56

Tennis Racket Press. A fine Tennis Racket Press made of hardwood with four thumb screw [illegible] This Racket is excellent condition and prevents warping when Racket is not in use.

No. 9R27. Per dozen.....7.40

RINK ROLLER SKATES

Available in 15 Shoe Sizes
COMPLETE WITH SHOES ATTACHED

SHIPPED DIRECT FROM FACTORY IN INDIANA

OUTSTANDING FEATURES

1. Extra deep grown channel embossing for added [illegible]
2. [illegible] high tensile strength [illegible] special steel
3. Extra heavy duty [illegible] quality [illegible] for added [illegible] and flexibility. [illegible] provides plenty of [illegible] and easy action [illegible] per. This [illegible] and superior strength [illegible]
4. Heavy duty extra deep [illegible] sockets
5. [illegible]
6. [illegible]
7. High quality reamed and polished hard maple hockey style wheels [illegible] with heavy [illegible] Wheels [illegible] and well [illegible] and one [illegible] years of service
8. Wheels equipped with adjustable [illegible] and double row [illegible] ball bearings
9. For speed style body style skating ease for grain work [illegible] Ladies sizes 3 to 9, Men's sizes [illegible]

Men's Model [illegible] equipped with HARD MAPLE HOCKEY STYLE WHEELS [illegible] complete with White shoes attached, (Specify shoe size only) available only in following [illegible]
No. 20R101 Each pair..... **13.25**

Men's Model [illegible] equipped with COMPETITION FIBRE HOCKEY STYLE WHEELS complete with White shoes attached, Specify shoe size only) available only in following sizes [illegible] 10-11-12
No. 20R102. Each pair..... **13.25**

Ladies Model [illegible] equipped with HARD MAPLE HOCKEY STYLE WHEELS complete with White shoes attached. (Specify shoe size only) available only in following [illegible]
No. 20R103. Each pair..... **13.25**

Ladies Model [illegible] equipped with COMPETITION FIBRE HOCKEY STYLE WHEELS complete with White shoes attached. (Specify shoe size only) available only in following sizes [illegible]
No. 20R104. Each pair..... **13.25**

SKATE ACCESSORIES

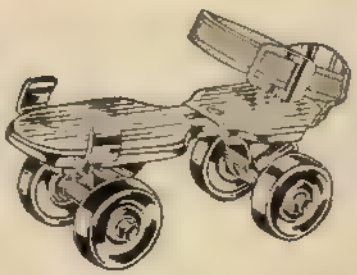
UNIVERSAL SKATE KEY

The universal skate KEY fits a popular make sidewalk roller skates. Key is closed wrench type with long lever age [illegible] and bright satin nickel finished. Packed 24 keys on colorful counter display card.
No. 20R2. Per card 2 dozen..... **1.47**

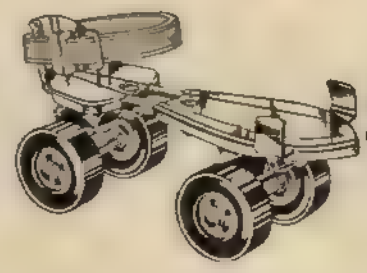
The new balloon type wheel will fit the sidewalk roller skates of popular make. The wheels are of heavy gauge [illegible] steel tired [illegible] ROW BEARING. Sixteen [illegible] in each wheel, [illegible] hardened cups and races (or cones) Packed 24 wheels in new colorful counter display [illegible]
No. 20R3. Per card 2 dozen..... **3.92**

SIDEWALK ROLLER SKATES

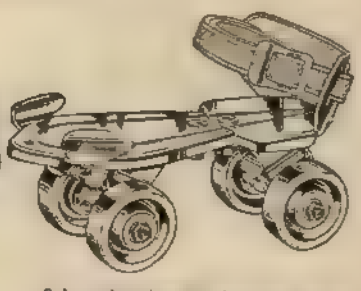
These skates give the youngsters the feeling of learning [illegible] skate on a real grown-up pair of skates. Has [illegible] strap and rear web heel strap. Extends from 7 to [illegible] inches. Sturdy steel construction [illegible] iron pair bearing wheels. Shipping weight per dozen pairs 25 lbs.
No. 20R66. Per pair..... **1.75**



The Kingston Comet. New streamlined chassis. Bright nickel finish [illegible] per plate. Equipped with heavy duty [illegible] mounted on live rubber cushions. Ball [illegible] type ball bearing wheels. Side of carburized steel. Extra [illegible] clamps are genuine leather ankle straps.
No. 20R67. Per pair..... **1.96**



Olympic. New [illegible] designed sole and heel plate heavily [illegible] plated over upper plate. Equipped with the new balloon type [illegible] ball bearing steel [illegible] wheels. Streamlined toe clamps and full leather [illegible] straps with nurse buckles. For boys and girls
No. 20R68 Per pair..... **2.65**



Deluxe [illegible] roller skates [illegible] for [illegible] Has [illegible] Ball bearing wheels [illegible] Has [illegible] straps equipped with [illegible] Extra heavy duty streamlined toe clamps of wide extension
No. 20R73. Per pair..... **3.75**

SCOTTIE
Aristocrat Of All
GOLDEN FLEECE TOYS
INVITES YOU TO SEE HIM AND HIS FAMILY

MADE OF REAL LAMBSKIN

AT THE NEW YORK TOY FAIR
ROOM 739
HOTEL NEW YORKER
MARCH 6th to 18th, 1950

YOU'LL SEE AMERICA'S FASTEST SELLING WASHABLE LAMBSKIN TOYS THAT ARE

Designed for Safety!

Eyes, nose and mouth are EMBROIDERED ON — No Glass Eyes, No Pins to come out and be swallowed.

MOTHERS, CHILDREN AND YOU TOO WILL LOVE THEM!

They're Luxable, Too!

America's Oldest and Largest Manufacturer of Lambskin Stuffed Toys

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TOY COMPANY

2017 SOUTH 63rd STREET, PHILADELPHIA 42, PA.

New York Showroom
PERLMUTTER & BAUM
Rm. 307, 200 – 5TH AVENUE

YOU PROFIT MOST WHEN YOU SELL THE NAMES YOUR CUSTOMERS KNOW BEST!

Markup is not the only factor in your PROFITS. The integrity of the manufacturer, the reputation of the product, the impact of nationally advertised brand names—these also are major factors. Then add to these, our desire to constantly re-vitalize the features and values of our products, and our determination to make the best and highest quality merchandise in its classification—these factors, too, are why the name Porter and the brand names of Porter products are so well accepted by both the trade and the retail customer. These important factors we offer you, *in addition to markup*, to aid you in expanding your PROFITS. Remember—you profit most by selling the names your customers know best.

In Chemistry Outfits, the best known name is

CHEMCRAFT

1. The most complete line . . . prices range from $1.50 to $25.00 (1.59 to $26.25 in 11 Western states). . . **2.** Largest selection of exclusive features . . . Atomic Energy, Bryan Chemical Illustrators, Valence Blocks, Chemcraft Chemical Magic to mention a few. . . . **3.** More and better ingredients and apparatus enable boys and girls to perform more and better experiments . . . this means greater customer satisfaction. . . . **4.** Chemcraft is the original in its field . . . is the best-known trade name . . . has been establishing its reputation since 1920 with the mother and father of today.

In Microscopes, the best known name is

SCIENCEcraft

1. The most complete line . . . prices range from $3.00 to $20.00 ($3.15 to $21.00 in 11 Western states). . . . **2.** Sciencecraft Microscopes contain the best lens set-up of any youths' microscope outfit. This is our sincere conviction . . . **3.** Most unique and complete list of exclusive features . . . including Micro Projector, Sub-Stage Illuminator, Electronic Battery Holder, Specimens of Uranium, Gold and Silver Ore, patented Velvet Touch Focusing Mechanism, and many others. . . . **4.** So soundly engineered and designed that returns and dissatisfied customers are almost unknown

In Tool Sets, the best known name is

TOOLCRAFT

1. The most complete line . . . price range from $2.50 to $20.00 ($2.59 to $21.00 in 11 Western states). . . . **2.** Designed intelligently for practical use for age groups intended. No dangerous tools in sets for smaller boys . . . no useless pieces of wood to make list of tools look larger in more expensive sets. . . . **3.** Outstandingly attractive and sturdy boxes . . . each a "Silent Salesman" . . whether made of wood or steel . . . . **4.** The line is "right" . . no unfair and inconsistent policies regarding the price you, and your competitor, pay.

In Soilless Garden Kits, the best known name is

PLANTCRAFT

1. A unique item that stands alone in its field . . . the kind of item that means "plus business" . . . **2.** Two sizes at $3.00 and $5.00 have proven customer acceptance of these relatively "high ticket" articles ($3.15 and $5.25 in 11 Western states). . . . **3.** An exclusive item, backed by national advertising and fine publicity through its use by shut-ins and convalescents, as well as by the amateur indoor gardener.

In Novelty Painting Sets, the best known name is

CRYSTAL COLOR

1. Two unusual painting sets that bring in "plus business" on your regular line. . . . **2.** Retail prices of $1.50 and $2.50 represent a better-than-average dollar sale per unit than in most painting sets ($1.59 and $2.65 in 11 Western states). . . **3.** These sets are different because of exclusive features such as patented easy-to-paint stenciled cards, colors that will not permanently stain if spilled on fabric, unique third-dimensional effects not possible with ordinary line of painting sets.

***Big** National Magazine Advertising Programs in Leading Youth, Science and Comic Magazines Back Your Sales Efforts PLUS the additional help we give you with Point-of-Sale Display Material, Counter Books, Fact Tags, and Selling Instructions for your Clerks.*

This is your invitation to visit our showroom, Room 405, Fifth Avenue, New York, during the Toy Fair, and to write now for our current catalog . . .

The Porter Chemical Company

BOX 500 • HAGERSTOWN, MARYLAND

Component Parts for Winchester Model 61—.22 Cal. Slide Action Repeating Rifles

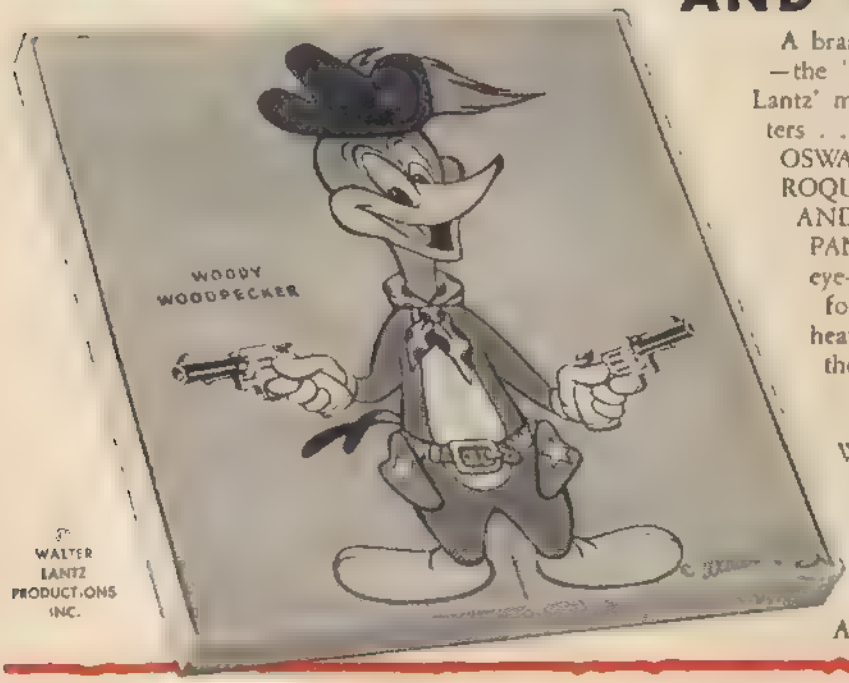
		Each
161	Action Slide Bar	.55
261	A. S. Hdl. and Escutcheon	1.90
361	Action Slide Handle Screw (2) each	.15
461	Action Slide Handle Escutcheon (2) each	.15
561	Action Slide Lock	.30
861	A. S. Lock Pivot	.15
761	A. S. Lock Spring	.15
861	Action Slide Sleeve	.45
961	Barrel Round, .22 Short, Long or Long Rifle	6.00
1061	B., .22 Short, 23" R.	6.00
1161	B., .22 L. R., 23" R.	6.00
1261	B., .22 W. R. F., 23" R.	6.00
	MINIATURE TARGET BORING	
1761A	Barrel Round 23" .22 Long Rifle Sight no slots in Barrel to take 81 front sight and no rear sight	11.50
1361	Butt Stock, Pistol Grip, wood only	4.60
1461	Butt Stock, Pistol Grip, Complete comprises Butt Stock, Butt Plate and Butt Plate Screw (2)	5.80
1561	Butt Stock Bolt	.30
1661	Butt Stock R. Washer	.15
1761	Butt Plate, Steel	1.00
1861	B. P. Screw (2) ea.	.15
1961	Breech Bolt, .22 Short, Long or Long Rifle	3.80
2061	B. B., .22 W. R. F.	3.80
2161	Breech Bolt Complete, .22 S. L. or L. R.	8.00
2261	Breech Bolt Complete .22 W. R. F. comprises Breech Bolt, Ejector, Ejector Spring, Ejector Pin, Carrier Plunger, Carrier Plunger Pin, Carrier Plunger Spring, Extractor Upper, Extractor Upper Plunger, Extractor Upper Plunger Spring, Firing Pin, Firing Pin Stop Pin, Firing Pin Retracting Spring and Plunger, Extractor Lower, Extractor Lower Pin, and Extractor Lower Spring.	
2361	B. B. Ret. Spring	.15
2461	Carrier, .22 S. L. or L. R.	.75
2561	Carrier, .22 W. R. F.	.75
2661	Carrier Plunger	.15
2761	Carrier Plunger Pin	.15
2861	Carrier Plunger Spring	.15
2961	Carrier Screw	.25
3061	Carrier Screw Pin	.15
3161	Carrier Stop Pin	.15
3261	Carrier Stop Screw	.15
3361	Cart. Cut-off, .22 S. L. or L. R.	.15
3461	Cart. Cut, .22 W. R. F.	.15
3561	Cartridge Cut off Pin	.15
3661	Cart. Cut-off Retainer, .22 S. L. or L. R.	.00
3761	Cart. Cut-off Ret., .22 W. R. F.	.60
3861	Ejector, .22 S. L. or L. R.	.45
3961	Ejector, .22 W. R. F.	.45
4061	Ejector Spring	.15
4161	Ejector Pin	.15
4261	Ejector Stop	.15
4361	Ejector Stop Pin	.15
4461	Ejector Stop Spring	.15
4561	Extractor (upper) .22 Short, Long or Long Rifle	.00
4661	Ext (up) 22 W R F	.60
4761	Ext (up) Plunger	.15
4861	Ext. (up) Plunger Spring	.15
4961	Ext. (lower) .22 S. L. or L. R.	.60
5061	Ext. (lower) .22 W. R. F.	.60
5161	Extractor (lower) Pin	.15
5261	Extractor (lower) Spring	.15
5361	Firing Pin	.75
5461	Firing Pin Stop Pin	.15
5561	Firing Pin Retracting Spring	.15
5661	Fir Pin Ret Plunger	.15
5861	Hammer Complete comprises Hammer, Hammer Spring, Guide Rod and Pin	2.00
5961	Hammer Pin	.15
6061	Ham Spg. .22 S. L. or L. R.	.25
6161	Ham. Spring, 22 W. R. F.	.25
6261	Ham. Spring Guide Rod	.30
6361	Ham. Spring Guide Rod Pin	.15
6461	Ham Spring Abutment	.25
6561	Hammer Catch	.75
6661	Hammer Catch Stud	.15
6761	Magazine Tube Inside No. 27A, to hold 20 Short, 16 Long or 14 Long Rifle Cartridges	1.70
6861	Mag. Tube Inside No. 29A, to hold 15 W. R. F Cartridges	1.70
6961	Mag. Tube Inside Complete No. 27A, .22 Short, Long or Long Rifle	2.65
7061	Mag. Tube Inside Complete No. 29A, W. R. F. comprises Magazine Tube, Magazine Spring, Magazine Plug, Magazine Plug Pin and Magazine Follower	2.65
7161	Mag. Tube Outside 27B .22 S. L. or L. R.	2.30
7261	Mag. Tube Outside 29B, .22 W. R. F.	2.30
7361	Magazine Tube Outside 29B .22 Short only	2.30
7461	Mag. Plug No. 14, .22 S. L. or L. R.	.40
7561	Mag. Plug No. 15 .22 W. R. F.	.40
7661	Magazine Plug Pin	.15
7761	Mag. Spg., .22 S. L. or L. R.	.15
7861	Mag. Spg., .22 W. R. F.	.15
7961	Mag. Follower, .22 S. L. or L. R.	.25
8061	Mag. Fol. .22 W. R. F.	.25
8161	Magazine Ring, front	.75
8261	Magazine Rng, rear	.75
8361	Magazine Ring Pin	.15
8461	Peep Sight Plug Screw (2) ea.	.15
8561	Rear Sight No 32B with 2C Ele.	1.15
8661	R. S. Elevator No 2C	.25
8761	Receiver, .22 S., L. or L. R.	7.00
8861	Receiver, 22 W. R. F	7.00
8961	Receiver and Guard, .22 Short, Long or Long Rifle	12.00
9061	Receiver and Guard .22 W. R. F comprises Receiver, Guard, Take Down Screw and Stop Pin	12.60
9161	Guard	4.60
9261	Guard Complete comprises Guard, Action Slide Lock, Action Slide Lock Pivot, Action Slide Lock Spring, Carrier, Carrier Spring, Carrier Spring Pin, Carrier Stop Pin, Carrier Stop Screw, Ejector Stop Pin, Ejector Stop Spring, Hammer Complete, Hammer Pin, Hammer Spring Abutment, Hammer Catch, Hammer Catch Stud, Take Down Screw and Stop Pin, Trigger, Trigger Pin, Trigger Spring, Trigger Lock, Trigger Lock Plunger, Trigger Lock Plunger Spring and 2 Peep Sight Plug Screws	13.40
9361	Take-Down Screw and Stop Pin	.40
9461	Take-Down Screw Stop Pin	.15
9561	Trigger, S., L. or L. R.	1.15
9561A	Trigger, W. R. F.	1.15
9661	Trigger Pin	.15
9761	Trigger Spring	.15
9861	Trigger Lock	.60
9961	Trigger Lock Plunger	.15
10061	Trigger Lock Plunger Spg	.15

Prices on this page are subject to a special discount.

INTRODUCING

Woody Woodpecker

AND HIS PALS



A brand new *sensational-selling* idea —the "Juggle Puzzle"! Six of Walter Lantz' most appealing Cartoon Characters . . . WOODY WOODPECKER, OSWALD THE RABBIT, LITTLE ROQUEFORT, WALLY WALRUS, ANDY PANDA, and MIRANDA PANDA . . . lithographed in four eye-catching colors and *laminated* for keeps (not mounted) on heavy cardboard. Six puzzles to the box . . . six pieces to each puzzle. BUT, the pieces are interchangeable! Kids put WOODY'S head on OSWALD'S body . . . MIRANDA'S feet on WALLY'S body, etc. Over 46,656 combinations possible! That's where the *juggle* gets into the puzzle! 7⅞" x 8¼". A natural *volume* item at $1.00

Gayplay

THE UN-UPSETTABLE PULL TOY

Let 'em rock it, sock it, flip it, blip it Gayplay is always right-side-up! Bright red, yellow, blue non-toxic colors; sturdy construction! From teething to trotting, an exciting push-pull toy! Size per unit, 2" x 2" x 10" Attractive individual boxes. Packed 2 doz. to master shipping carton. Retail price..... $ .80

Write your factory representative:

MIDWEST	EAST	SOUTH	WEST
MR. HUGH D. KENNEY 1443 Merchandise Mart Chicago, Illinois	JOSEPH J. BARNETT, INC. 200 Fifth Avenue New York, New York	MR. WM. A. YARBOROUGH Atlanta Toy Mart 84 Tenth St., N.W. Atlanta, Georgia	MR. KEN ROBERTS Western Merchandise Mart 1355 Market Street San Francisco, Calif.

SOUTH WEST . . . Factory Direct

GASTON MANUFACTURING CO. 234 WEST SECOND STREET, CINCINNATI 2, OHIO

Big League

YANKIBOY

REG. U.S. PAT. OFF.

sales winners

at **NEW LOW PRICES**

Let these sensational values go to bat for you. Each item is a smash hit to tally up fast sales... to pull in bigger profits. Stock them now, promote them with our free newspaper mats and catch the attention of every boy. See the complete line of famous Yankiboy play clothes for children on display at our showrooms.

THE BIGGEST LINE! THE BEST VALUES! THE MOST FOR YOUR MONEY!

BIG FOUR BASEBALL SUIT

No. 525 — Customers snap up this bargain! Cotton flannel shirt and pants. Belt. Two-tone stockings. Cap. Felt "team" letters. Sizes: 4-14.

ONLY $12.00 per dozen

BIG HIT BASEBALL SUIT

No. 544 — Boys go for the big-league cut of this new model. Pants and shirt of heavy cotton flannel, trimmed in blue. Matching cap. Genuine leather belt. Two-tone stockings. Felt "team" letters. Sizes 4-14

ONLY $14.00 per dozen

BIG FIVE BASEBALL SUIT

No. 535 — This glorified suit is considered tops in the best backyards. Shirt and pants of sturdy duvetyn with two-tone braid piping. Ventilated cap with eyelets and soutache binding. Genuine leather belt. Two-tone stockings. Felt "team" letters. Sizes 4-16.

ONLY $21.00 per dozen

RUSH YOUR ORDER NOW!

SACKMAN BROTHERS CO.

WORNOVA MFG. CO., INC.

200 FIFTH AVENUE, NEW YORK 10, N.Y.

Guaranteed by Good Housekeeping

WORCESTER WARE
Sets
SOME NEW ADDITIONS!
Complete line of
SUN 'N' SAND
PLASTIC BEACH TOYS
Complete line of
PICNIC SETS
New! More Beautiful than Ever!
LIFE SIZE
Playtime Sets
FOR CHILDREN
CHILDREN'S PLASTIC PLAYTIME SETS
IN FULL SIZE FOR PRACTICAL USE
WORCESTER TOY COMPANY
WORCESTER, MASS.
Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WRIGHT & DITSON
TENNIS RACKETS

Wright & Ditson Hub Tennis Racket. Sturdy laminated frame of natural ash strips. All natural finish with colorful bindings at throat and shoulders. Brown grip. Silk strung. Retail 4.95.

No. 9R51. Each.....3.17

Wright & Ditson Columbia Tennis Racket. [illegible] construction of 6 selected ash and [illegible] fibre strips. [illegible] for inset bow overlay [illegible] faces painted white. [illegible] one at throat. Selected leather perforated grip. Nylon strung. Retail [illegible]

No. 9R54. Each.....7.80

Wright & Ditson Surprise Tennis Racket. Laminated construction of selected ash and fibre strips. Attractive vari-colored bindings on shoulders and throat. Colorfully finished in paint and natural wood. Black leather grip. Nylon strung. Retail 6.00.

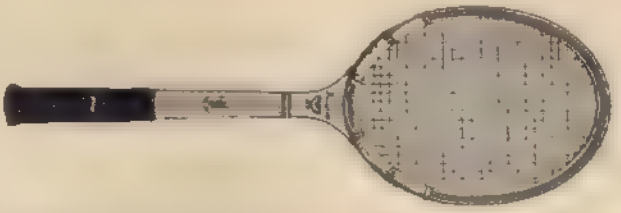
No. 9R52. Each.....3.92

Wright & Ditson Trophy Tennis Racket. 9-ply frame of 6 white ash, 2 red and 1 black fibre strips. Red fibre [illegible] over throat for extra strength. Full reinforcement overlay painted white; remainder of frame in natural finish with attractive vari-colored bindings on each shoulder and 2 at throat. Dark tan outside center grooved leather grip. Multi-Ply Nylon strung. Retail 16.00.

No. 9R55. Each.....10.13

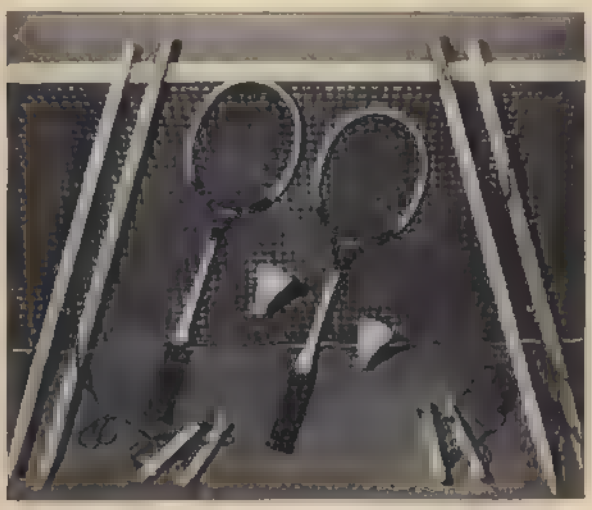
Wright & Ditson Park Tennis Racket. [illegible] construction of 4 white ash, 2 red ash, and 2 fibre strips. Two attractive vari-colored bindings [illegible] shoulder and one at throat. Perforated black leather grip. Attractively decorated with paint and natural wood. Nylon strung. Retail [illegible]

No. 9R53. Each..... 4.70



Wright & Ditson Davis Cup Tennis Racket. 11 ply frame of 6 specially selected ash, 3 blue fibre, 2 red fibre strips, and an outside strip of selected beech. Bow has rawhide shoulders. Handle and throat reinforced with white fibre. Reinforcement overlay on bow. Handle flakes are decorated with colored stripes. Attractive cord bindings on shoulders and throat. Natural finish inside center skived, perforated leather grip. Multi-Ply Nylon strung. Retail 18.00.

No. 9R56. Each..... 12.08



WRIGHT & DITSON
BADMINTON EQUIPMENT

Wright & Ditson Badminton Set. Consists of two Comet rackets, one net 30' x 2' two special shuttlecocks, and one rule book. Packed each in display box. Retail 12.75.

No. 9R101. Per set.....8.30

Wright & Ditson Badminton Set. Consists of four Comet rackets, two double posses, one net 20' x 2', one set of posts, three special shuttlecocks and one rule book. Packed each in display box. Retail 27.50.

No. 9R102. Each.....17.96

Wright & Ditson Comet Badminton Racket. Laminated bow of white ash and one fibre strip. Colorful bindings on shoulders and shaft. Attractively finished in paint and natural wood. Black grip. Nylon strung. Retail 4.75.

No. 9R103. Each.....2.98

Wright & Ditson Special Indoor Shuttlecocks. Made with 14 round feathers, of Timpo construction.

No. 9R104. Per dozen.....3.77

Wright & Ditson Special Outdoor Shuttlecocks. Made with 14 round feathers, of Timpo construction.

No. 9R105. Per dozen.....3.77

INDIAN ARCHERY

Junior Archery Set. Has 3½ ft. Lemonwood "Falcon" bow, three 18" arrows, Plastic Nocks; Handbook; one 16" Paper Target Face. Each in box. Retail 4.00

No. 13R21. Per set.... 2.35

Junior Archery Set. Has a 4 ft. Lemonwood "Falcon" bow, four 21" arrows, Plastic Nocks, Handbook, one 16" Paper Target Face, Shooting Tab and Arm Guard. Retail 5.50.

No. 13R22. Per set.... 2.94

Junior Archery Set. Has 4½ ft. Lemonwood bow, four 21" arrows, Plastic Nocks, Handbook, one 24" Paper Target Face, one Shooting Tab, one Arm Guard. Each in box. Retail 6.00

No. 13R23. Per set.... 3.53

Collegiate Archery Set. Consists of one 5-foot handmade flat type Lemonwood bow, one 2-foot target face made of paper, four 24" Port Orford cedar arrows with Plastic Nocks. Ground feathered, single feathered with metal points. One handbook, one shooting tab, one arm guard. Packed in colorful box. Retail 7.50.

No. 13R63. Per set.... 4.85

Sioux Set. Consists of one 5-foot flat type handmade Lemonwood bow backed with black fibre. Built-up narrow handle. Handmade linen string. 7 old pine footed arrows with Plastic Nocks and ground feathers. 1 leather arm guard. 1 shooting glove. 1 [illegible] leather quiver with 24" cloth face. 1 instruction book. All packed in a very substantial wooden carrying case. Retail [illegible]

No. 13R65. Per set.... 9.40

Falcon Model Bow for Children. Handmade flat Lemonwood bow with plain ends, hemp string and leather grip. Length 5 feet. Fibre insert in handle. Pulls 15 to 20 lbs. Retail 5.75.

No. 13R41. Each.... 3.38

Falcon Model Bow for Adults. Flat style, handmade of Lemonwood. Ends are plain. Attractively finished with narrow handle. Hard-laid linen string and leather grip. Length 5' 8". Fibre insert in handle. Pulls 30 to 50 pounds. Retail 8.00.

No. 13R42. Each.... 4.70

Hawk Bow. Strictly handmade flat type Lemonwood bow, part [illegible] for school and [illegible] Plain ends. Hand-laid linen string and waxed walnut to natural finish. Built-up narrow handle and Lemonwood inlaid with colored fibre. Backed with black fibre. Handmade linen string. Soft leather grip. Elastic string keeper. Length 5' 8". Pulls 30 to 50 lbs. Retail 11.00.

No. 13R52. Each.... 6.47

Backed Lemonwood Hunting Bow. This bow is designed for hard hitting and distance shooting. Backed with rawhide. Leather grip. Pulls to [illegible] lbs. Width at widest place, 2". Length overall, 5' 3". Distance, Nock to Nock 5' 2". Double loop "Ludlow Quality" bow string. With 6" serving. Guaranteed to stand up and give service. Retail 20.00

No. 13R31. Each.... 11.76

Shooting Gloves. Scientifically designed [illegible] on hand. Tips skived and shaped to fit fingers perfectly. Flexible chrome leather back with soft leather lining. Tips of shell cordovan with molded semi-cross ends. Beautifully embossed. Sizes: small, medium or large. Retail 1.50

No. 13R6. Each.... 1.18

Target Armguards. Improved design [illegible] repellent, shock-proof material that will conform to exact shape of wearer's arm. [illegible] velveted, self adjusting elastic [illegible] with contrasting leather lining. Retail 1.90.

No. 13R8. Each.... 1.12

Hunting Armguard. Large size for [illegible] Heavily reinforced with shock-proof material. Conforms to exact shape of archer's arm. Specially designed elastic harness for easy attaching or removing. Self-adjusting, will not twist on arm. Shell cordovan with contrasting leather lining. Retail [illegible]

No. 13R9. Each.... 1.76

Bow Strings — No. 42 Excel Bow Strings. Size [illegible] Linen spliced loop. Center serving multi-colored. Linen string stretched to insure [illegible] strength. This string is treated with our special formula to insure good service. Waxed and cellophaned. For 5-foot, 5½-foot and 6-foot bows. Retail [illegible]

No. 13R28 Each.... 70

Targets for Archery. Here are very practical targets, completely covered with burlap and stuffed with straw and tufted like a mattress. Covered with a slip-on hand painted oilcloth target face.

No. 13R49. Size 30" Each 3.50
No. 13R53. Size 36" Each 6.50
No. 13R54. Size 48" Each 8.75

Target Stand. Folding tripod type 2½" x ⅞" stained hickory. Complete with hardware. Height, 6 feet.

No. 13R55 Each.... 2.75

Extra Oilcloth Faces. Made on heavy dull finish superfine Oilcloth.

No. 13R68.
24" diameter. Each.... 1.47

No. 13R69.
[illegible] diameter. Each.... 2.05

No. 13R70.
48" diameter. Each.... 2.35

New Sales Setup for Rain-Beau Co.

Changes in the national representation setup of the Rain-Beau Products Co., Canton, Mass., manufacturer of fishing lines, were announced recently by P. LeRoy Lamb, vice-president

Al Simmonds, well-known in the trade, has been appointed field representative to travel the entire country, working closely with Rain-Beau factory representatives.

The newly-formed firm of Barrett & Wellman, 1112 South Hope street, Los Angeles 15, Calif., will handle sales and distribution in California, New Mexico, Nevada, Utah, West Texas, Arizona, Colorado and Utah.

Mel Barr will cover Washington, Oregon, Montana, Idaho and Wyoming, headquartering in Seattle, Wash

Leupold Appoints Rep

John P. McCormack, 848 Park place, Brooklyn 16, N. Y., has been appointed manufacturers' representative in the New York-New England area for Leupold & Stevens Instruments, Inc., manufacturer of Leupold Pioneer scopes and Leupold rifle scopes and precision instruments. McCormack also handles lines of fishing tackle, and camping and shooting supplies.

Hogan Displayer Features Victory

Because of Ben Hogan's recent victory in the U. S. Open golf tournament, the MacGregor Golf Co. has sent all its dealers this attractive two-color counter card of the "King of Golf." The point-of-sale display was in use within ten days after Hogan won the Open.

Rawlings Solves Lollar's Allergy

HARRY LATINA, glove designer for Rawlings Mfg. Co., St. Louis, Mo., left, shows AL GRIMM of the company's professional baseball department a new catcher's mitt made for Sherman Lollar of the St. Louis Browns. Lollar, who is allergic to leather, now has a mitt with its entire back section made of cotton fabric.

'51 Tackle Tips in Morrill Bulletin

While stressing several items of hunting equipment for the coming duck season, the June, 1950, bulletin issued by the Don Morrill Co., 203 North Broadway, Fresno, Calif, offers a timely suggestion addressed to "jobbers only."

On the first page of the monthly mimeographed mailing is a reminder that it soon will be time to be thinking about next year's fishing season and to begin getting samples ready for salesman. The bulletin then provides further information and pertinent facts about several lines which have been well received by jobbers on the West Coast.

Irving Butwin to Wed

Wedding bells are scheduled to ring in August — for the second time this summer—at the Butwin Sportswear Co., Finch Industrial building, St. Paul, Minn. Irving Butwin, salesman and son of Jack Butwin, president of the company, announced his engagement to Joy Saxon of St. Paul in June. They plan to be married in August.

In April, Butwin's daughter, Connie, who has been the firm's credit manager, was married to Leo Fox, also of the sales department

Wright & McGill Moves Rod Plant

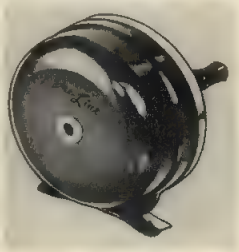
Completion of the move of its Kansas City factory to Aurora, a suburb of Denver, Colo., and production of a new casting reel with spinning features were announced, July 1, by the Wright & McGill Co., 1463 East York street, Denver 6.

Company spokesmen say the move to larger production facilities was necessary to keep pace with the demands for Wright & McGill Nyla Glass and Tru-Cast rods. This brings to four the number of factories operated by the company in the Denver area.

The new reel, known as Fre-Line, features extreme simplicity of operation and is said to have no locks, levers or gadgets to operate. Backlashing is claimed to be virtually impossible because of the simple action embodied in Fre-Line.

Designed to use nylon monofilament line, the Fre-Line reel is recommended for bait fishing or lure casting with spinning or casting rods and may also be used for casting light lures or bait on a fly rod. Two models are offered, the No. 10B, which is single action and priced to retail at $12.50, and the No. 10BC, which is multiple-geared and fast-retrieving and carries a list price of $16.50.

According to company engineers, Nyla Glass rods offer more power in casting and playing fish and greater accuracy because of their graduate or square shape. A superior molding process welds thousands of individually coated glass fibers into what is claimed to be a perfectly-balanced, live-action, single monofilament rod. They are available in both casting and salt water models



New Fre-Line bait casting reel offered by Wright & McGill

Brand New
ZENITH
gets more
programs, better!

Features New Super-Sensitive
Zenith FM
plus Long-Distance AM

Here is the beautiful, brand new Zenith® "Medallion," that reaches far beyond ordinary FM sets. Gets you more programs, beautifully clear and static-free . . . day or night, summer or winter! Brings in your favorites where AM radios and many FM sets are practically useless. Plus sports, news, weather, market reports, music, available *only* on FM stations.

Its exclusive Zenith tuning circuits prevent fading, drifting. Its Zenith-built speaker assures you tone at its best.. Its built-in Zenith FM antenna ends need for an outside aerial in primary signal areas. This brand new Zenith also gives you famous Zenith Long-Distance AM reception. Plus a new giant dial for easy tuning. Rich walnut plastic cabinet. AC, DC. Only $49.95*

Hear it now—at your Zenith radio and television dealer's

*West Coast and far South price slightly higher. Prices subject to change without notice. © 1950

ZENITH RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

Zenith Radio Corporation, Chicago 39, Ill
Over 30 Years of "Know-How" in Radionics® Exclusively
Also Makers of America's Finest Hearing Aids

All of Us

Representative Stephen Pace and Wheeler McMillen, Editor-in-Chief of *Farm Journal*

FARMERS lose an able friend in Congress when Stephen Pace retires to Georgia at the end of this year. He returns to private life because he feels that he can no longer afford the costs of public service. After 14 years' work on agricultural legislation, Mr. Pace believes that effective research will accomplish more than anything else to make agriculture permanently prosperous.

★

Mr. Pace recalled recently that when he was a boy an old man got him to memorize a quotation. It was this: "Our ideals are like the stars. We may not succeed in touching them with our hands, but, like the seafaring man, we choose them as our guide and, following them, reach our destiny." That thought, Mr. Pace said, has helped him through many a difficulty.

★

As part of his final service, Mr. Pace arranged for an independent committee to report on the farm research now being done. For six weeks the group overhauled the laws, appropriations, programs, administration, criticisms, and results. The report suggests a few changes. It points to the important additions which research results have constantly made to farm income. More research on many fronts is urged The study of new plants, which may become surplus-preventing new crops; is emphasized.

★ ★ ★ ★

ALBERT MITCHELL, the famous New Mexico cattleman, told a story over the roast beef one evening lately. A party of ranchmen stopped to eat in a restaurant where antelope steak was the day's meat. Each man tried to outdo the others in emphasizing how rare he wanted his steak. The last man managed to order the rarest. "Just drive that antelope through here," he told the waiter. "I'll cut mine off as he goes past."

★ ★ ★ ★

HOW DO YOU FIGURE this out? The government owns 130 million pounds of surplus butter, and before the end of the year may own 100 million pounds more. Under the reciprocal trade agreement power the butter tariff has been cut from 14¢ to 7¢ a pound to admit 10 million pounds from abroad. Does that make sense?

★ ★ ★ ★

A TRACTOR that moved 7 feet ahead and then slipped back a foot—well, it would need fixing. Insects cost farmers $4 billions a year. That's about a one-in-seven slip-back on a $30 billion gross farm income. Entomologists say the United States has 80,000 kinds of insects, and that 6,000 kinds are injurious. These big figures about little bugs indicate why *Farm Journal* reaches you first with the most insecticide news. You work seven hours, and the bugs take one hour of your output. Not as bad as taxes, but almost.

★ ★ ★ ★

ANOTHER NEW CROP seems to have come to stay. The 150,000 acres of safflower growing this year in the semi-arid areas, where it does best, indicate a substantial start. Once not that many acres grew soybeans! An oil processor, here in the office recently, said that he expected 1951 acreage to be still larger.

★

Research got safflower started. The Nebraska Chemurgy Project led the work. Key to success appears to have been found by breeding up varieties to yield 34% or more of oil instead of the original 28%. Since safflower flourishes on dry land which usually has grown wheat, its expansion will help a little toward holding down the wheat surplus.

★ ★ ★ ★

Du PONT HAS NEW CROPS. The president of the company says that about 60% of du Pont's sales last year "resulted from products that were unknown or in their commercial infancy

Changing Your Address?

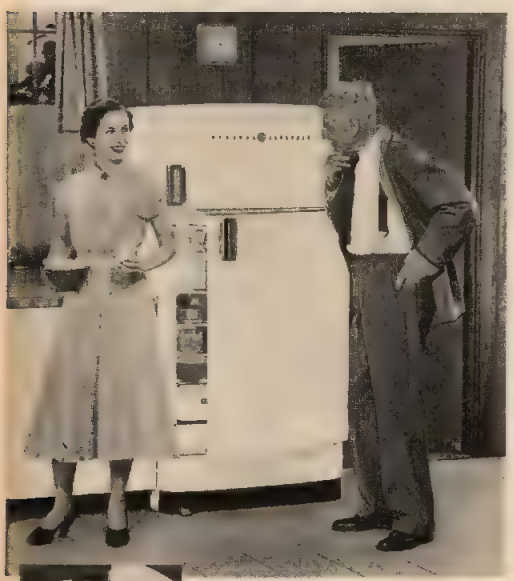
If you are planning to move within the next month please send us your new address *now*. Send both old and new address; send printed address label from your last copy. Also please notify your Postmaster. *This is important to you.* Allow five weeks for first copy to reach your new address.

Another great G-E first!

General Electric's

ALNICO MAGNETIC DOOR!

DEPENDABILITY
MORE THAN 2,200,000 G-E REFRIGERATORS IN SERVICE 10 YEARS OR LONGER!



No latches! No slam! No hands needed! Each door seals magnetically . . . closes easily, quietly!

HERE'S *another great G-E research achievement* . . . in two new General Electric Refrigerator-Home Freezer Combinations.

The ALNICO MAGNETIC DOOR seals itself tight to prevent loss of precious cold air!

How is such a wonderful seal possible? The answer is in the G-E developed alnico magnets, which are placed end-to-end inside the Koroseal gasket. They grip the door shut . . . seal it *completely* all the way around!

These G-E alnico magnets are *permanent*. They will last the lifetime of your refrigerator!

So dependable, too! More than 2,200,000 G-E Refrigerators are still performing faithfully after 10 long years. *Many as long as 15 and 20 years or longer!*

See your nearest General Electric dealer. He's listed in your classified telephone directory, under Refrigerators. General Electric Co., Bridgeport 2, Conn.

You'll marvel when you see it! Watch the G-E Alnico Magnetic Door close easily, quietly. G-E developed alnico magnets are placed end-to-end inside the Koroseal gasket. They grip the door shut . . . seal it *completely* all the way around!

The G-E model NHX-10G, above, has *two* magnetic doors . . . and a new foot-pedal door-opener for the fresh-food section.

No more defrosting. Forget that weekly fuss! Frost just cannot form in the fresh-food section. Uncovered foods don't dry out. The fresh-food section has a food-storage capacity equivalent to a standard 10-cu-ft model. The home freezer stores up to 70 pounds of frozen food!

NEW! REDI-CUBE ICE TRAYS

You pick cubes singly, or lift out as many as you want! It's another General Electric *extra!*

NEW! VEGETABLE ROLLA-DRAWERS

Drawers that quietly roll in and out at a touch! No channels or guides to clean!

G-E REFRIGERATOR-HOME FREEZER COMBINATION

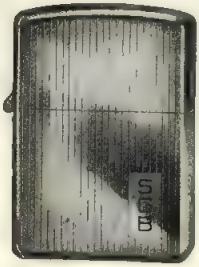
A separate Refrigerator plus a separate Home Freezer

You can put your confidence in—

GENERAL ELECTRIC

ZIPPO

204J1 ..... $3.60
Retail $5.00
The original Zippo windproof lighter. Soft Butler finish. This lighter can be personalized with a smart monogram or facsimile of a signature. Complete instructions enclosed with each lighter

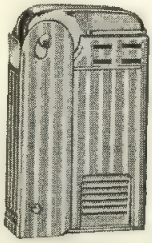


204J2 ..... $6.00
Retail $5.00
Lined design Zippo windproof lighter Polished signet spaces suitable for monogram This can be done in red, black green or orange Complete instructions enclosed with each lighter

204J3 ..... $4.80
Retail $4.00
Polished chrome finish Zippo Windproof lighter. Suitable for engraving monogram or facsimile of a signature. Complete instructions enclosed with each lighter

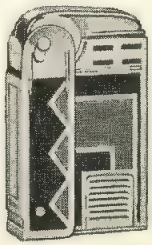
Zippo Guarantee: No one has ever been charged for a repair of a Zippo regardless of its age or condition. However, the finish cannot be guaranteed

REGENS



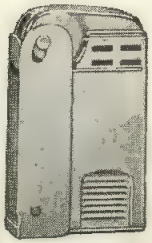
Nickel Design
Actual Size

204J4. Nickel $1.80
204J5. Yellow 3.00
Retail $1.50 and $2.50
Assorted etched patterns. Natural yellow gilt or nickel. Automatic Regens' Lighters



Enamel Design
Actual Size

204J6 .....$2.40
Retail $2.00
Combination chromium and assorted colors of enamel. Smart looking and automatic.

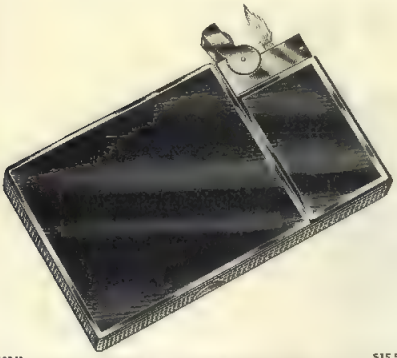


Mirror Polished Chrome
Actual Size

204J7 ..... $2.40
Retail $2.00
Polished chrome finish Regens' Automatic Lighter. Each in a gift box

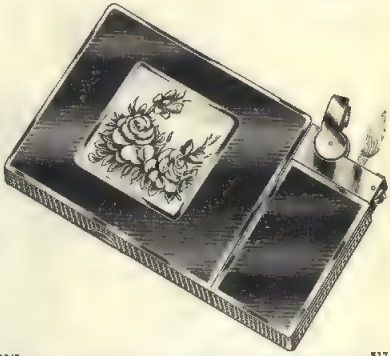
LADIES' COMBINATION CIGARETTE CASES AND LIGHTERS

BECKER



203J1 ..... $15.50

A brand new combination cigarette case and lighter with definite feminine appeal. Richly black enameled front and back. Natural yellow metal with basket weave design sides and brightly polished trim. Size 4 x 2½ inches. Not subject to federal tax.

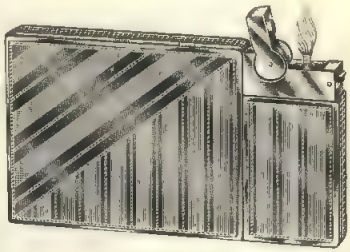


203J2 ..... $17.50

This lovely combination cigarette case and lighter has eye-appeal. It has an attractive hand painted white cloisonne plaque with a rich black enameled background. Natural yellow metal with basket weave design sides and polished trim. Not subject to federal tax.

203J3 ..... $18.00

Soft, satin finish yellow metal combination cigarette case with attached lighter. Contrasting polished, hand engraved, floral decoration. Basket weave design sides and polished trim. Not subject to federal tax.



203J4 ..... $18.00

Natural yellow metal cigarette case with attached lighter. Smart engine turned design front with lined back. Basket weave design sides. 3 2/3 x 2½ inches. Quality proven, built in A S R lighter. Not subject to federal tax.

203J5 ..... $19.00

Natural yellow metal cigarette case with attached cigarette lighter. Two tone, polished and satin finish stripes. Polished hand engraved floral decoration in corner on a contrasting white background. Not subject to federal tax.

203J6 ..... $19.00

A smart looking combination cigarette case with a built-in A S R lighter. All yellow metal with contrasting polished and satin finish stripes. Hand engraved floral design center. Basket weave design sides. Not subject to federal tax.

Vise-Grip Wrenches

Thin Jaw—Without Cutter

New knurled jaw tips holds work at the very tip with non-slip. Made of alloy steel and heat-treated. Light, trim, streamlined. Nickle plated finish. Made without wire cutter.

No.	Size In.	Adjustment, In.	Weight Lbs.	Weight Oz.	Wt. Lbs., per Doz.	Each
10C	10	1 5/8	1	4	16	**3.00**
7C	7	1 5/8	..	10	10	**2.46**

One in a box

Diamalloy Staple Pullers

For use on metal or wood posts. No other tools needed. Heavy lock-joint construction with oval faced jaws. Starting and pulling point on one jaw, corrugated hammer head on the other. Wire cutter on each side; wire stretcher in back of joint, lug lifter, staple puller and wire splicer in front. Natural blue metal finish with knurled handles. Head is highly polished. Size 10 inches. Packed one to a box. Weight 20 pounds per dozen. Semi-polished.

No. **R510** Diamalloy Staple Pullers....per Doz. **36.50**

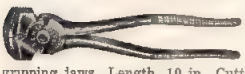
No. 1936 Crescent Fence Tool and Staple Pullers

Gun metal handles with polished head. Has two specially shaped openings in the head which grip staples. Width of head gives ample leverage for pulling staples. Sharp, heavy prong is designed to be driven in behind stubborn, rusty staples to pull them out. Grip between handles holds wire tightly while leverage is exerted against fence post to stretch wire tightly before fastening. Broad hammer face for driving staples, etc. Length, 10½ in. Weight each, 1½ lbs.

No. **1936** Fence Tool and Staple Pullers.per Doz. **40.40**

One-twelfth dozen in a box.

No. 1907 Crescent Fence Tool and Staple Pullers

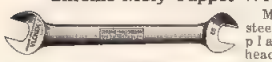


Heavy heads for hammering. Two button's cutters, wire stretcher, staple pullers, gripping jaws. Length, 10 in. Cutter capacity, 7/32 in. Black finish. Weight each, 1¾ lbs.

No. **1907** Fence Tool and Staple Pullers.per Doz. **32.64**

One-twelfth dozen in a box.

Chrome Moly Tappet Wrenches



Made of alloy steel. Chrome plated, bright heads.

No.	Open Ends In.	Length In.	Each
89	3/4 & 7/8	8 1/16	**.82**
92	13/16 & 7/8	8 1/16	**.82**
93	5/8 & 11/16	8 1/16	**.82**

Twelve in a box

Billings Life-Time Wrenches

Magic Clerk Counter Dispenser

Colorful, compact attractive wrench display merchandiser with space for 66 wrenches including back-up stock. Finished in royal blue with magnetic sure-grip that holds wrenches in position on the board.

Magic clerk display consists representative and complete selection of three popular styles of drop forges alloy steel open and box end wrenches. Each wrench attractively finished in Chrome plate with highly polished heads. Box head types have thin sidewalls, with 15 degree offset.

Engineers' Wrenches—Double-Head 15° Angle

Quantity	No.	Open Ends Size In.	Each
4	**L1020**	1/4 – 5/16	**.60**
4	**L1723**	3/8 – 7/16	**.66**
4	**L1725-B**	1/2 – 9/16	**.82**
4	**L1729**	5/8 – 3/4	**1.06**
4	**L1731-B**	7/8 – 7/8	**1.40**
3	**L1033-C**	1 1/8 – 1	**1.72**

Box Wrenches—12 Point 45° Angle

4	**L8723**	3/8 – 7/16	**.82**
4	**L8725-B**	1/2 – 9/16	**1.06**
4	**L8729**	5/8 – 3/4	**1.26**
4	**L8731-B**	7/8 – 7/8	**1.66**
3	**L8033-C**	1 – 1	**1.80**

Combination Wrenches—Open and Box End

4	**L1161**	7/16	**.82**
4	**L1162**	1/2	**.96**
4	**L1163**	9/16	**1.10**
4	**L1164**	5/8	**1.26**
4	**L1165**	11/16	**1.38**
4	**L1166**	3/4	**1.46**

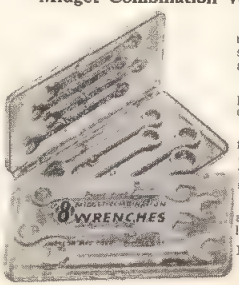
Shipping Weight 36 lbs.

No. **EBC-66** Magic Clerk Dispensers.... Each **75.84**

Packed Individually

When ordering Fill-ins for Magic Clerk dispenser, specify above open stock numbers.

Midget Combination Wrench Sets



Made of chrome molybdenum alloy steel, heat treated and hardened.

Open end and 12 point box wrench on either end.

Set contains the following sizes: 1/4 x 5/16; 5/16 x 3/8; 3/8 x 7/16; 7/16 x 1/2; 1/2 x 9/16; 5/8 x 11/16 and 3/4 x 13/16.

Packed 24 sets in a carton. Wt. 6½ lbs.

No. **100** Combination Wrench Sets .....Each **2.00**

Pyramid Wrench Displays

No. 640 Pyramid assortment and display stand with 3 dozen double end wrenches as shown. 4—$\frac{5}{16}$ & $\frac{3}{8}$; 7—$\frac{3}{8}$ & $\frac{7}{16}$; 10—$\frac{1}{2}$ & $\frac{9}{16}$; 7—$\frac{5}{8}$ & $\frac{11}{16}$; 5—$\frac{3}{4}$ & $\frac{13}{16}$; 3—$\frac{7}{8}$ & $\frac{15}{16}$. Made of drop forged steel, heat treated. Long thin jaws. Extra long shanks. Milled openings. Weight per assortment, 9¼ pounds. Packed One in a Box.

No. 640 Pyramid Wrench Assortment ....Each **11.36**

Billings Vitalloy Engineers' Wrenches

Double Head—15° Angle

Made from special analysis alloy steel, heat treated. Finished in heavy chrome plate over copper and nickle. Heads are polished.

No.	Opening, In.	Each	No	Opening, In.	Each
1721	$\frac{7}{32}$ & $\frac{3}{8}$	**.74**	**1027B**	$\frac{5}{8}$ & $\frac{11}{16}$	**1.26**
1723	$\frac{9}{32}$ & $\frac{7}{16}$	**.74**	**1729**	$\frac{5}{8}$ & $\frac{3}{4}$	**1.56**
1725	$\frac{1}{2}$ & $\frac{1}{2}$	**1.04**	**1029**	$\frac{13}{16}$ & $\frac{29}{32}$	**1.56**
1025	$\frac{1}{2}$ & $\frac{17}{32}$	**1.04**	**1731A**	$\frac{3}{4}$ & $\frac{7}{8}$	**2.08**
1725B	$\frac{1}{2}$ & $\frac{9}{16}$	**1.04**	**1031**	$\frac{29}{32}$ & $\frac{15}{16}$	**2.08**
1727	$\frac{9}{16}$ & $\frac{5}{8}$	**1.26**	**1034**	$\frac{7}{8}$ & $1\frac{1}{16}$	**2.84**
1027	$\frac{17}{32}$ & $\frac{9}{16}$	**1.26**	....	.....	...

Packed 6 to a box

Billings Vitalloy Box Wrenches

15° Angle—Long Pattern

Made to the correct length to permit maximum leverage. Finished in heavy chrome over copper and nickle. Heads are polished. 12 point double hex.

No	Opening, In.	Each	No	Opening, In.	Each
7723	$\frac{3}{8}$ & $\frac{7}{16}$	**1.20**	**7029**	$\frac{13}{16}$ & $\frac{29}{32}$	**1.70**
7725	$\frac{7}{16}$ & $\frac{1}{2}$	**1.20**	**7731A**	$\frac{5}{8}$ & $\frac{7}{8}$	**1.76**
7025	$\frac{1}{2}$ & $\frac{29}{32}$	**1.26**	**7031**	$\frac{29}{32}$ & $\frac{7}{8}$	**1.84**
7725B	$\frac{1}{2}$ & $\frac{9}{16}$	**1.26**	**7033C**	$\frac{15}{16}$ & 1	**2.34**
7727	$\frac{9}{16}$ & $\frac{5}{8}$	**1.32**	**7037**	$1\frac{1}{16}$ & $1\frac{1}{4}$	**5.44**
7027	$\frac{29}{32}$ & $\frac{15}{16}$	**1.52**	**7039A**	$1\frac{1}{16}$ & $1\frac{1}{2}$	**6.44**
7729	$\frac{5}{8}$ & $\frac{3}{4}$	**1.52**			

Packed 6 to a Box

Billings Vitalloy Box Wrenches

Long Pattern—12 Point Double Hex.

45° Angle

No.	Opening, In.	Each	No	Opening, In.	Each
3723	$\frac{3}{8}$ & $\frac{7}{16}$	**1.20**	**8729**	$\frac{5}{8}$ & $\frac{3}{4}$	**1.52**
8725	$\frac{7}{16}$ & $\frac{1}{2}$	**1.20**	**8029**	$\frac{13}{16}$ & $\frac{29}{32}$	**1.70**
8025	$\frac{1}{2}$ & $\frac{29}{32}$	**1.26**	**8731A**	$\frac{3}{4}$ & $\frac{7}{8}$	**1.76**
8725B	$\frac{1}{2}$ & $\frac{9}{16}$	**1.26**	**8031**	$\frac{29}{32}$ & $\frac{7}{8}$	**1.76**
8727	$\frac{9}{16}$ & $\frac{5}{8}$	**1.32**	**8034**	$\frac{7}{8}$ & $1\frac{1}{16}$	**3.72**
8027	$\frac{29}{32}$ & $\frac{15}{16}$	**1.52**			

Packed 6 to a box

Billings Vitalloy Combination Wrenches

Box and Open End—15° Angle

Drop forged from special alloy steel, heat treated. Finished in heavy chrome plate over copper and nickel. Polished head.

No.	Opening, In.	Each	No.	Opening, In.	Each
1161	$\frac{7}{32}$	**1.48**	**1167**	$\frac{7}{8}$	**2.52**
1162	$\frac{1}{2}$	**1.62**	**1168**	$\frac{29}{32}$	**2.70**
1163	$\frac{9}{16}$	**1.76**	**1170**	1	**3.58**
1163A	$\frac{29}{32}$	**1.76**	**1171**	$1\frac{1}{16}$	**3.02**
1164	$\frac{5}{8}$	**1.96**	**1172**	$1\frac{1}{8}$	**5.22**
1165	$\frac{11}{16}$	**2.14**	**1173**	$1\frac{1}{4}$	**5.80**
1166	$\frac{3}{4}$	**2.34**	**1174**	$1\frac{1}{16}$	**7.40**
1166A	$\frac{31}{32}$	**2.34**			

Packed 6 to a box

Billings Engineers' Wrench Sets

15° Angle

No. 1006

Drop forged from special analysis alloy steel, heat treated. Each wrench has two different size openings Finished in heavy chrome plate over copper and nickel, heads are polished.

Furnished in a leatherette roll, space for each wrench, eyelets for hanging on wall and cord for tying Weight of No. 1006 wrench set, 2 pounds 4 ounces.

No.	Opening, In.	No.	Opening, In.
1020	$\frac{1}{4}$ & $\frac{5}{16}$	**1729**	$\frac{5}{8}$ & $\frac{3}{4}$
1723	$\frac{9}{16}$ & $\frac{7}{16}$	**1731A**	$\frac{3}{4}$ & $\frac{7}{8}$
1725B	$\frac{1}{2}$ & $\frac{9}{16}$	**1033C**	$\frac{15}{16}$ & 1

No. **1006** Engineers' Wrench Sets.....Each **10.02**

No. 1009 Wrench Sets

No.	Opening, In.	No.	Opening, In.
1020	$\frac{1}{4}$ & $\frac{5}{16}$	**1727**	$\frac{7}{16}$ & $\frac{9}{16}$
1721	$\frac{7}{32}$ & $\frac{3}{8}$	**1729**	$\frac{5}{8}$ & $\frac{3}{4}$
1723	$\frac{9}{16}$ & $\frac{7}{16}$	**1731A**	$\frac{3}{4}$ & $\frac{7}{8}$
1725	$\frac{7}{16}$ & $\frac{1}{2}$	**1033C**	$\frac{15}{16}$ & 1
1725B	$\frac{1}{2}$ & $\frac{9}{16}$	. .	.....

No. **1009** Engineers' Wrench Sets.. .....Each **13.50**

Weight of No. 1009 Wrench Sets, 2 pounds 12 ounces

Billings Vitalloy Box Wrench Sets

15° Angle

Made of special alloy steel, heat treated. Finished in heavy chrome plate over copper and nickel, heads are polished. Furnished in leatherette roll with tying cord and eyelets for hanging on wall. Weight of set, 2 lbs., 3 Ozs.

No.	Opening, In.	No.	Opening, In.
7723	5/16 & 3/8	**7727**	7/8 & 15/16
7725	7/16 & 1/2	**7729**	15/16 & 1
7725B	1/2 & 9/16	**7731A**	1 & 1 1/8

No. **7706** Box Wrench Sets.....Each **9.32**

Billings Vitalloy Box Wrench Sets

45° Angle

Made of special alloy steel, heat treated. Heads are offset. Each end has a different size opening. In leatherette case with eyelets for hanging on wall. Roll has tying cord.

Weight of set 2 pounds 12 ounces

Finished in heavy chrome plate over copper and nickle, heads are polished.

No.	Opening, In.	No.	Opening, In.
8723	5/16 & 3/8	**8727**	7/8 & 15/16
8725	7/16 & 1/2	**8729**	15/16 & 1
8725 B	1/2 & 9/16	**8731A**	1 & 1 1/8

No. **8706** Vitalloy Wrench Sets.....Each **9.32**

Billings Vitalloy Combination Wrench Sets

15° Angle—Box and Open End

Selected alloy steel, hand ground heads, polished. Copper base coat, nickeled, chrome plated.

Wrench No.	Same Opening Each End, Opening, In.	For Hex. Head Cap Screws, Diam.	For S.A.E. Std. Nuts, Bolts, In.
	1/4	1/4	1/4
	5/16	5/16	5/16
	1/2	3/8	3/8
1163	7/16	1/2	1/2
1164	9/16	5/8	5/8
1166	3/4	1/2	1/2
1167	7/8	3/4	7/8

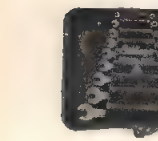
Weight of set, 2⅜ lbs

No **1106** Sets. In Leatherette Roll ..... per Set **12.60**

Billings Vitalloy Combination Wrench Sets

15° Angle—Box and Open End

Selected alloy steel; hand ground heads, polished. Copper base coat, nickeled, chrome plated.



Wrench No.	Same Opening Each End, Openings, In.	For Hex. Head Cap Screws, Diam.	For S.A.E. Std. Nuts, Bolts, In.
1161	7/16	1/2	1/2
1162	1/2	5/8	5/8
1163	9/16	3/4	3/4
1164	5/8	7/8	7/8
1165	11/16	...	...
1166	3/4	1	1
1167A	13/16	1 1/8	...
1167	7/8	1 1/4	1 1/8
1170	1	1 3/8	1 1/4

Weight of set, 4⅝ lbs.

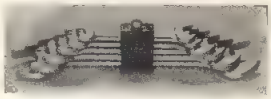
No. **1109** Sets. In Leatherette Roll.....per Set **20.30**

No. 2087 Vlchek Star S Wrench Sets

Contains five wrenches, Nos. 75-B, 77-B, 79, 81-B, 83-B, in a spring clip container. 10 openings, 3/8 to 1 in. Natural black finish. Weight per set, 2¼ lbs.

No. **2087** Star S Wrench Sets.....Each **3.00**
Packed in bulk.

Barcalo Open End Wrench Sets



No. 1646

Made of drop forged special analysis tool steel and hardened. Platinum grey finish. The No. 1645 has five wrenches in a steel clip. The No. 1646 has six wrenches in a steel clip.

No. 1645 Size In.	**No. 1646** Size In.
5/16 & 11/32	5/16 & 11/32
3/8 & 7/16	3/8 & 7/16
1/2 & 9/16	1/2 & 9/16
5/8 & 3/4	5/8 & 3/4
7/8 & 1	7/8 & 1
.....	11/16 & 13/16

Weight, No. 1645 wrench set, 14 ounces. Weight, No. 1646 wrench set, 2 pounds 2 ounces.

No. **1645** Barcalo Wrench Sets.....per Set **1.40**
No. **1646** Barcalo Wrench Sets..... ...per Set **2.30**

Barcalo Open End Wrench Sets

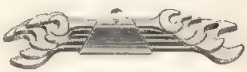
No. 1665R

Thinned jaws, longer, made of forged special analysis tool steel and hardened. Nickel plated with streamlined ends. Weight of No. 1665R, 1 pound 6 ounces. Weight of No. 1666R, 2 pounds 2 ounces. Both sets in red clip.

No. 1665R Size In.	**No. 1666R** Size In.
5/16 & 3/8	5/16 & 3/8
1/2 & 9/16	1/2 & 9/16
5/8 & 11/16	5/8 & 11/16
3/4 & 13/16	3/4 & 13/16
7/8 & 15/16	7/8 & 15/16
.....	1 & 1 1/8

No. **1665R** Streamlined Open End Wrench Sets.....Each **2.20**
No. **1666R** Streamlined Open End Wrench Sets.....Each **2.80**

Worth Wrench Sets



Open end, double head, engineers straight pattern. Forged steel, nickel finish. One each of five sizes ⅝ to ⅞ inches. In metal clip. Weight, per set, 1 pound 5 ounces. Open stock.

No. **5 F 03** Worth Wrench Sets.....per Set **2.12**
Packed 1 Set to a package

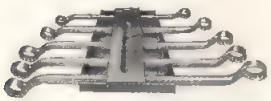
Barcalo 12 Point Box Wrench Sets

Drop forged, special analysis tool steel, heat treated. Bright nickel finish. Streamlined, light weight construction. Offset angle, with 12 point sure-grip broached openings. Ends greased and highly polished. Thin strong walls. Chrome plated finish. Wt., No. 5545MH, 2 lbs., 3 oz. No. 5546MH, 3 pounds. Metal clip fastener for both sets.

N. 5545MH Size In.	No. 5546MH Size In.
3/8 & 7/16	3/8 & 7/16
1/2 & 9/16	1/2 & 9/16
5/8 & 3/4	5/8 & 3/4
11/16 & 13/16	11/16 & 13/16
7/8 & 15/16	7/8 & 15/16
. . . . .	1 & 1

No. **5545MH** Box Wrench Sets .....per Set **3.20**
No. **5546MH** Box Wrench Sets .....per Set **4.20**
Packed Individually

12 Point Box Wrench Sets

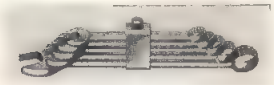


Drop forged, alloy heat treated steel, carefully broached. 12 point end grip eliminates slipping and rounding corners. Thin head walls allow for use in close quarters. Packed in attractive blue metal display case. Bright nickel finsh. Case can be hung on bench or wall. Sizes 3/8 to 7/8 inches. Wt., 2 lbs., 4 oz.
No. **5545MC** 12 Point Box Wrench Sets...per Set **3.80**
Packed Individually

12 Point Box Wrench Sets

Short handles with 12 point, thin wall box ends. Special heat treated alloy steel furnished in bright chrome with polished ends. For use in exceptionally close work where swing space is at a minimum. Wrench sizes: 3/8 & 7/16; 1/2 & 9/16 and 5/8 & 3/4. In metal clip. Weight 6 ounces
No. **6120 MH** 12 Point Short Box Wrench Sets.....
. . . . . .per Set **1.56**
Packed Individually

Combination Wrench Sets



A five piece set of combination box and open end wrenches, chrome plated. Made of nickle-chrome-molybdenum steel. Sizes 7/16 to 3/4 inch in red metal clip. Weight 1 pound 3 ounces.
No. **1335MH** Combination Wrench Sets .per Set **3.80**
Packed Individually

Billings Vitalloy Forged Sockets and Parts

Cadet Series—3/8-In. Square Drive

Hot forged from selected alloy steels. Heat treated. Heavy chrome plate finish.

12 Point, Double Hex Sockets

No.	Opening In.	Std Pkg.	Each
C1212	3/8	10	.90
C1214	7/16	10	.90
C1216	1/2	10	.90
C1218	9/16	10	.90
C1220	5/8	10	.90
C1222	11/16	10	1.06
C1224	3/4	10	1.06

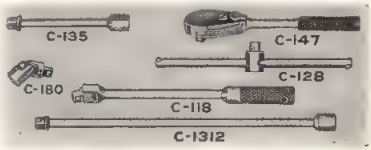
Extra Deep, 12 Point Double Hex Sockets

CD1214	7/16	5	.98
CD1216	1/2	5	.98
CD1218	9/16	5	.98
CD-1220	5/8	5	.98
CD1222	11/16	5	1.14
CD-1224	3/4	5	1.26

12 Point, Universal Flex

CU1212	3/8	5	2.90
CU1214	7/16	5	2.90
CU1216	1/2	5	2.90
CU1218	9/16	5	3.22
CU1220	5/8	5	3.22
CU1222	11/16	5	3.34
CU1224	3/4	5	3.34

3/8-Inch Square Drive Parts



No.	Description
C147	Reversible ratchet 7 inches long knurled handle. Weight, 9 1/4 ounces. Std. pkg. 1....Each **5.68**
C118	Flex handle 8 3/4 inch long. Weight, 7 ounces, Standard package 5.....Each **3.40**
C128	Sliding T handle 8 inches long. Weight 4 3/4 ounces. Standard package 5.....Each **1.70**
C135	Extension 5 1/2 inches long. Weight 2 1/2 ounces. Standard package 5.....Each **1.36**
C1312	Extension 12 inches long. Weight 5 3/4 ounces. Standard package 5.....Each **1.52**
C180	Universal Joint. Weight 1 1/2 ounces. Standard package 5.....Each **3.10**

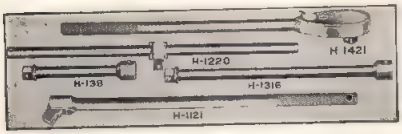
3/8-Inch Square Drive Sockets

Lock on safety features, heavy chrome finish. Selected alloy steel, heat treated. Heavy duty series. 12 point double hex-agon.

No.	Size In.	Std. Pkg.	Each	No.	Size In.	Std Pkg.	Each
H1234	1 7/16	5	1.52	H1250	1 7/8	2	2.52
H1236	1 1/2	5	1.74	H1252	1 5/8	2	2.72
H1238	1 9/16	5	1.74	H1254	1 11/16	2	3.40
H1240	1 5/8	5	1.96	H1256	1 3/4	2	3.40
H1242	1 11/16	5	1.96	H1258	1 13/16	2	3.72
H1244	1 3/4	5	1.96	H1260	1 7/8	2	3.72
H1246	1 13/16	5	2.34	H1264	2	2	4.42
H1248	1 7/8	5	2.34				

Billings Vitalloy Forged Sockets and Parts

¾ Inch Square Drive Parts



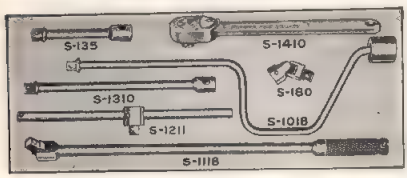
No.	Description
H1421	Reversible ratchet 21 inches long with knurled handle. Weight, 4 lbs., 8 oz. Std. Pkg. 1 .....Each **14.04**
H1121	Flex handle 21 inches long with knurled handle. Weight, 3 lbs., 2½ oz. Std. pkg. 2,Each **7.74**
H1220	Sliding T-handle 20 inches long. Weight, 2 lbs., 10 oz. Standard package 2.. ...Each **4.16**
H138	Extension 8 inches long. Weight 1 lb. Standard package 2..... ...Each **3.40**
H1316	Extension 16 inches long. Weight 2 lbs. Standard package 2.....Each **4.16**

½ Inch Square Drive Forged Sockets

Selected alloy steel. 12 point, heat treated.

No.	Size In	Std Pkg.	Each	No.	Size In	Std Pkg.	Each
S1214	7/16	10	.90	**S1226**	1⅛	10	1.14
S1216	½	10	.90	**S1228**	1⅛	10	1.14
S1218	9/16	10	.90	**S1230**	1¼	10	1.36
S1219	5/8	10	.90	**S1232**	)	10	1.36
S1220	5/8	10	.90	**S1234**	1⅜	5	1.52
S1222	11/16	10	1.06	**S1236**	1⅜	5	1.66
S1224	¾	10	1.14	**S1240**	1¼	5	1.82
S1225	13/16	10	1.14	.....	...	..	...

½ Inch Square Drive Parts



No.	Description
S1410	Reversible ratchet 10½ inches long. Weight, 1 pound 8 ounces. Std. package 1...Each **8.50**
S1018	Speeder 18 inches long revolving grip. Weight, 1 pound 5 ounces. Std. package 2..Each **3.40**
S1118	Flex handle 18 inches long. Knurled handle. Wt., 1 lb., 10 ounces. Std. pkg. 5..**Each 5.68**
S1211	Sliding T handle 11 inches long. Weight, 14½ ounces. Standard package 5.....Each **2.64**
S135	Extension 5 inches long. Weight, 4¾ ounces. Standard package, 5 .....Each **1.52**
S1310	Extension 10 inches long. Weight, 9 ounces. Standard package, 5.....Each **2.08**
S180	Universal joint. Weight, 3½ ounces. Standard package 5 .....Each **3.40**

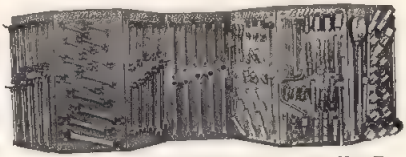
Detachable Sockets

½ Inch Square Drive.

Made of alloy steel, heat treated. Double square, 8 point sockets.

No.	Size In.	Std. Pkg.	Each	No.	Size In	Std Pkg.	Each
S814	7/16	10	.90	**S820**	⅝	10	.90
S816	½	10	.90	**S824**	¾	10	1.14
S818	9/16	10	.90	....	..	..	...

Billings Balanced Wrench Depts.



Wrenches scientifically selected. Consists of Nos. E-52 engineers' wrenches, B-40 45° box wrenches, B-42 15° box wrenches, C-37 combination wrenches, C-48 ⅝ socket wrenches, S-75 ½ inch sockets, H-24 ¾ inch sockets.

No.		Each
ES2	Engineers' wrench Display Bd., Wt., 18 lbs.	**85.50**
B40	45° Box wrench Display Board, Wt., 18 lbs.	**59.16**
B42	15° Box wrench Display Board, Wt., 19 lbs.	**59.34**
C37	Combination wrench display bd., Wt. 17 lbs.	**74.28**
C48	⅝" Sq. drive Soc. display bd., Wt., 14 lbs.	**76.96**
S75	½" Sq. drive Soc. display bd., Wt., 28 lbs.	**116.96**
H24	¾" Sq. drive Soc display bd., Wt., 35 lbs.	**80.46**
WD318	Wrench Dept.—7 Display Boards . . .	**532.66**

NOTE: Write us or ask our salesmen for complete up-to-date information on Billings Wrench Depts. and Display Boards

Wrench Display Boards

Consists of E-52 Engineers, B-40; 45° box, B-42; 15° box, C-37 combination. S-75, ½-in. Sockets. E-52, weight 18 pounds. Standard package, 1. B-40, weight 18 pounds, B-42, weight 19 pounds. Standard package 1. C-37, weight 17 pounds. Standard package 1. S-75, weight 28 pounds. Standard package 1.

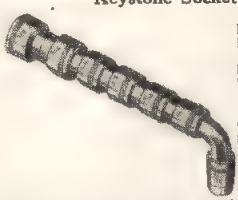
No. **WD246** Wrench Display Boards.....Each **375.24**

Wrench Display Boards

Set consists of three basic types of forged wrenches. Consists of Nos. E-52 Engineers' S-75 ½ inch sockets and B-42 15° box wrenches.

No. **WD169** Wrench Display Boards .....Each **241.80**

Keystone Socket Sets



A handy socket kit for car or farm implement repairs. 12 point, double hexagon sockets in 7 standard sizes: 3/16, ½, 9/16, 5/8, 11/16, ¾ and ⅞ inches. For use on square or hexagon nuts or bolts. Sockets can be used on either end of ½ inch hexagon handle.

Handle and sockets are cyanide hardened carbon steel, cadmium plated. Spring and ball friction retainer at each end of handle holds sockets firm when in use. Weight 1 lb. Packed 12 to a carton.

No. **80** Keystone Socket Sets.....Each **1.80**

THERE'S NO TRICK SELLING THE

JURO

CELEBRITY DOLL LINE

SEE US AT THE TOY FAIR
Hotel McAlpin
Rm. 923, Mar. 6-17

There's no trick selling dolls kids *already know!* This exciting new line, inspired by the most popular and best-loved personalities in show business, has already been introduced to your cutomers . . . through Radio, Television, Magazines and Newspapers. There's no trick selling the JURO Celebrity Doll Line, because an army of publicity men, advertising agencies and the best promotion brains around are doing a bang-up job *pre-selling* this line *for you.* Hard-hitting publicity and promotion on a nation-wide and unprecedented scale have already made JURO'S Jerry Mahoney one of the nation's hottest doll numbers. Just wait and see what you'll do with Maggi McNellis and Beulah. Don't say we didn't warn you!

JERRY MAHONEY

$5.98

$1.30

MAGGI McNELLIS

It's the
BEULAH DOLL

Designed after one of the most popular radio and television personalities—heard and seen in millions of homes daily now backed by the type of promoting Juro has become famous for. Will definitely be one of the fastest selling numbers in the low priced doll field

AND WATCH FOR MORE TO COME!

★ JURO NOVELTY COMPANY ★ 12 WEST 18th STREET New York 11, N. Y. ★

We are Manufacturers of

WOOD and METAL PHOTO FRAMES, FRAMED PICTURES and MIRRORS

For a More Profitable Visit to New York—

During the [illegible] Merchandise will be welcomed at our **New York SHOW ROOMS, 347 FIFTH AVENUE,** just opposite the Empire State Bldg. We're only one block from the McAlpin [illegible] and say hell

HAL SHAMROTH, Sales Manager

PHOTO FRAMES

Metal [illegible]

Wood [illegible]

FRAMED PICTURES

Metal [illegible]

Hand Finished [illegible]

Wood [illegible]

Subjects [illegible]

MIRRORS

Metal [illegible]

Wood Framed [illegible]

Frameless [illegible]

ROSE FRAME & MIRROR CORPORATION

New York SHOW ROOMS—347 FIFTH AVENUE

,44

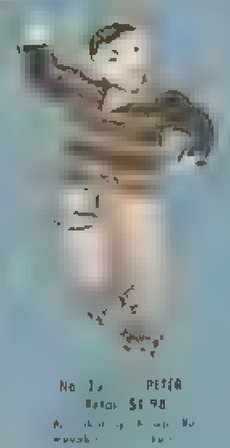
"peter puppet marionettes"

Created and Designed by KATE COPELAN

...TELEVISION'S FAVORITES

Known and demanded by children from coast to coast.

No 348 — MARIO
Retail $ 69



No 1x PEPITA
Retail $1 98

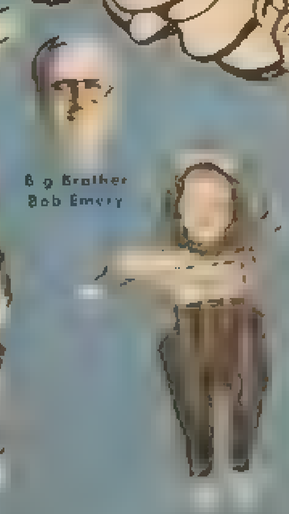
No 352 — PATTY
Retail $ 98

No 354 — MONKEY
Retail $1 98

No 349 BUGSIE
Retail $ 98

No 353 — "COWBOY"
Retail $3 49

No 355 BUZZY
Retail $2 69



No. 356 BOOPIE
Retail $2 69

Big Brother Bob Emery

The Smart Fry Twins of television fame. Featured on Big Brother Bob Emery program. Movable mouths. 14 in.

No. 451 STAGE Retail $ 98

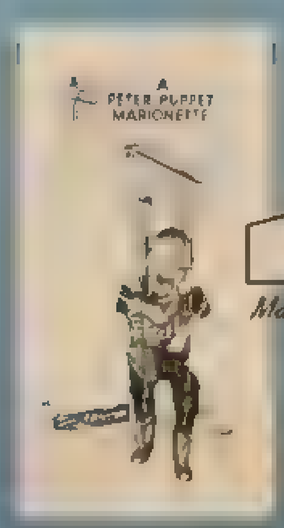
Attractively designed 2 color setting for marionette and puppet shows. Size 22 in. x 28 in. wide. Packed 2 dozen. Weight 40 lbs. per 2 doz.

Each Peter Puppet is hand-cleverly costumed in gay color felt stripes, plaids and solid fabrics. Very sturdy built to withstand abuse. Simple duplicate

INDIVIDUALLY BOXED

Illustrated assortment pictured

TERMS: 2 70 net 30

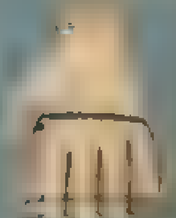


MECHANICAL DEMONSTRATOR

Makes Sales For You

This constantly moving mechanical demonstrator is a traffic stopper on all sales counters and small store windows. The people not only stop but they buy. Write for details

IT'S SO EASY!



These are the only marionettes one hand control on the market. Children can easily work them with Peter Puppet's exclusive one hand control

Mfd by peter puppet playthings, inc., Long Island City New York

Mfd by peter puppet playthings inc., Long Island City New York

PERMANENT SHOWROOM ROOM 203-200 FIFTH AVENUE NEW YORK 10, N.Y.

MORTON Levy & JERRY fryer

MONTREAL TOY FAIR DISPLAY ROOM 521-HOTEL McALPIN

PERMANENT SHOWROOM ROOM 203-200 FIFTH AVENUE NEW YORK 10, N.Y.

MORTON Levy & JERRY fryer

MONTREAL TOY FAIR DISPLAY ROOM 521-HOTEL McALPIN

hand puppets

Created and Designed by FAYE COPELAN

Hand puppets which any child can operate and really enjoy. They offer hours of continuous entertainment for the low retail price of 59c. Packed six dozen to a carton. Carton weighs 8 lbs

"peter puppet marionettes"

Created and Designed by FAYE COPELAN

Pinocchio

No. 501
COMPLETE
PACKAGE
PRESENTATION
Retail $4.98

CONTAINS 2 marionettes Pinocchio and Geppetto, colorful stage with two changes of scenery, scripts for the children to use and tickets of admission for their friends. Packed in individual moving carton 1 dozen a shipper

Weight per shipper 28 lbs

Punch AND Judy Show

AGE OLD FAVORITES...

No 450
COMPLETE
PACKAGE
PRESENTATION
Retail $2.49

CONTAINS 2 hand puppets Punch and Judy Home Theatre with scripts, tickets of admission, a plastic baby rattling pin and baseball bat for props Packed in individual moving carton 1 dozen a shipper

Weight per shipper 30 lbs

Mfd by peter puppet playthings inc., Long Island City, New York

Hansel AND Gretel

No 500
COMPLETE
PACKAGE
PRESENTATION
Retail $5.98

CONTAINS 3 marionettes Hansel, Gretel and the Witch Stage with two changes of scenery (a forest and the witch's house) Packed in individual moving carton 1 dozen a shipper

Weight per shipper 30 lbs

Mfd by peter puppet playthings, inc., Long Island City New York

MORTON Levy & fryer JERRY

MORTON Levy & fryer JERRY

Highland

Electronic AND *Acoustic* PHONOGRAPHS

No. 101—TUNAPHONE
No. 103—MELLOTONE
No. 200—MELLOTONE PORTABLE
No. 303—MELLOTONE CONSOLE
No. 120—TRONIC (ILLUSTRATED)
No. 220—TRONIC PORTABLE
No. 320—TRONIC CONSOLE
No. 300—RECORD HOLDER STAND

New Models—With one 3-Speed Motor for 78-45-33- R.P.M. Records

WRITE FOR ILLUSTRATED CIRCULAR

110-125 V., A.C., 60 cycles.

Nationally famous motor operates constant speed, 78 R.P.M.

Motor mounting is suspended in rubber. Self enclosed amplifier with loudspeaker and volume control.

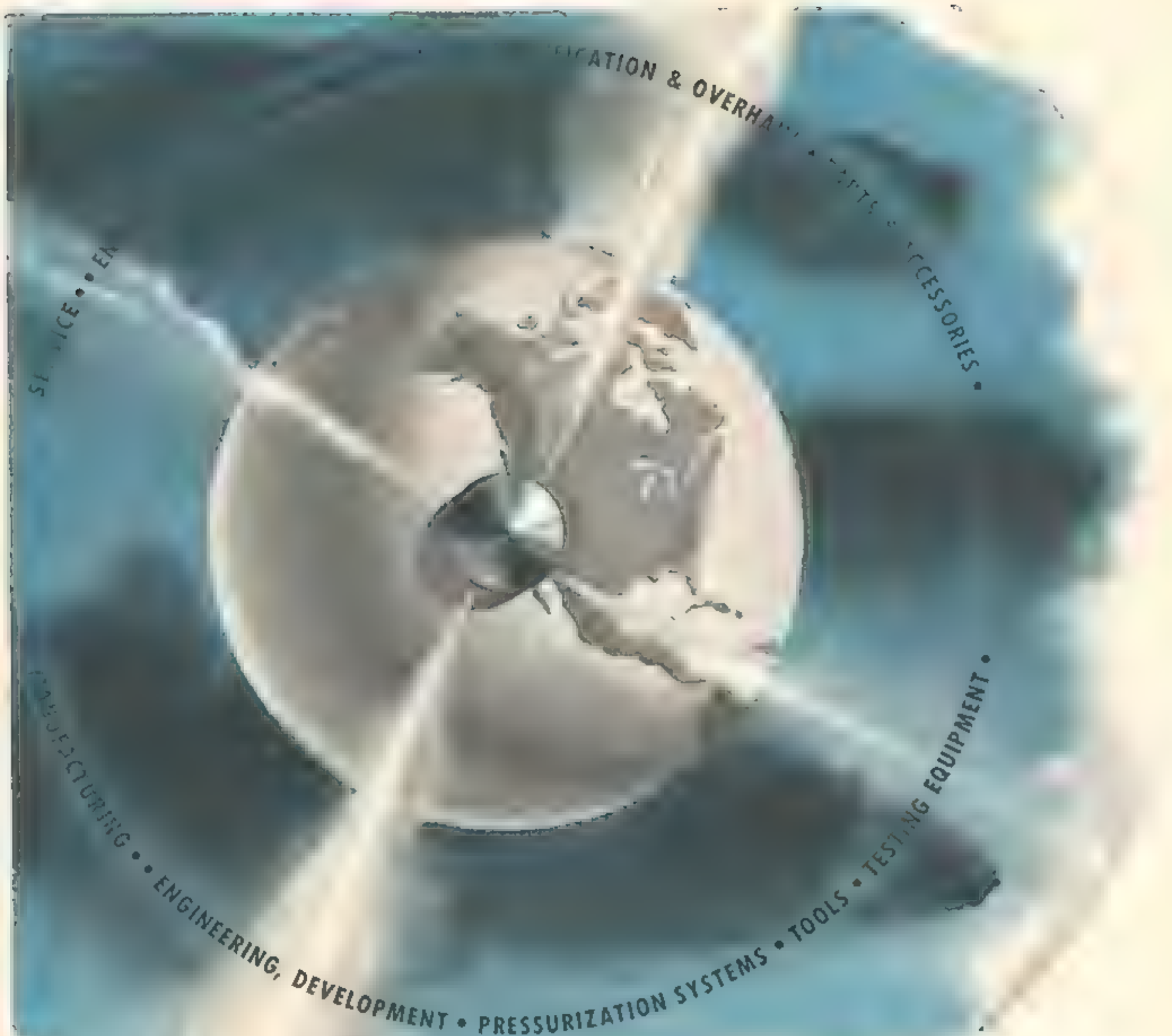
Plays up to 12 inch records.

Cabinet Size: 11" x 11" 3'.

Manufactured by HIGHLAND MANUFACTURING COMPANY, 1026 Kenner Street, Cincinnati 14, Ohio

SOLE REPRESENTATIVE **Strauss & Richstone Inc.** 106 FIFTH AVENUE NEW YORK 10, N. Y.

I'M THE
Courtland
GIRL
See Me
In Person
At The Toy Show
HOTEL
NEW YORKER
ROOM
524
Metal Mechanical
Lithographed Toys
MOTOR
Courtland
FOR
LIFE
THE COURTLAND GIRL IS
JEANNE FERGUSON
Courtland
MANUFACTURING CO.
FACTORY: CAMDEN, N. J.



From Burbank to Bangkok

...and back to BOSTON! For over twenty years the world-wide experience of Pacific Airmotive has meant more efficient operation for aircraft.

Write for complete information...

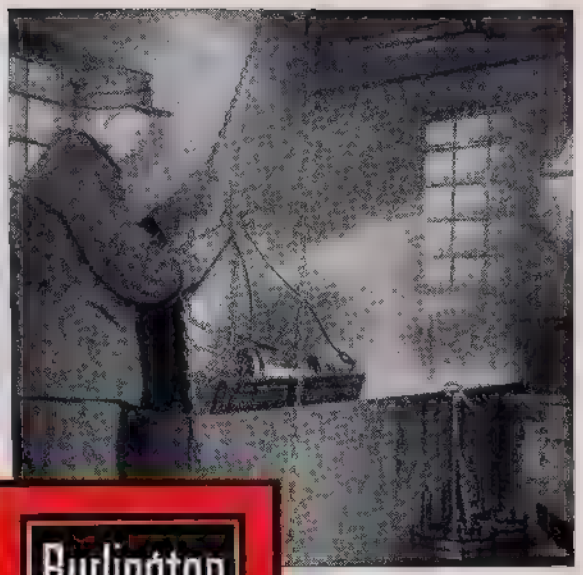
PACIFIC AIRMOTIVE CORPORATION

Burbank, California

OTHER DIVISIONS AT
OAKLAND, SEATTLE, ANCHORAGE, KANSAS CITY KANSAS, AND LINDEN, N J

MAINTENANCE OPERATOR (above) removes clean filter screens. (Note their shiny appearance.) Soiled screens in tank and at right

SOAK TANK CLEANING (right) of Diesel heads and liners. Pennsalt No 35® and good rotating boy get parts clean as new



Here's why the Burlington Route uses

Pennsalt Cleaners for Diesel maintenance

It's a tough job to get dirt, grease and carbon out of places like piston ring grooves and filter screen perforations!

That's why Diesel maintenance men insist on cleaners that are fast and thorough. That's why railroads like the Burlington choose Pennsalt Cleaners for the task . . .

The Burlington has been using Pennsalt Cleaner No. 35 for more than 10 years. There must be good reasons . . . here they are.

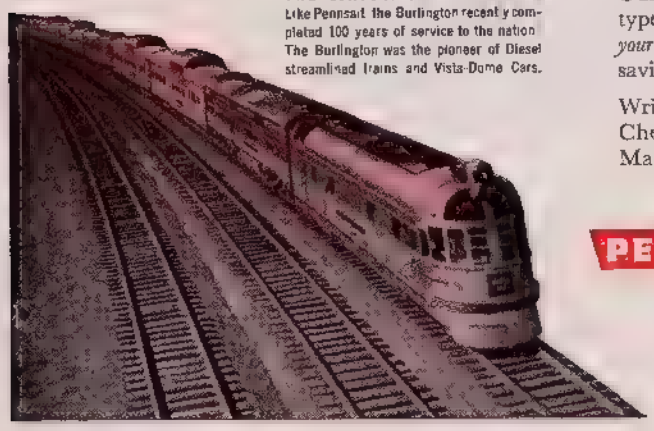
1. Longer Lasting! Pennsalt Cleaner solutions not only do a better cleaning job—they also last a longer time. Effective strength at low concentrations is a standard characteristic

2. More for your Money! You don't buy a lot of water in Pennsalt Cleaners—because they're essentially anhydrous. That means virtually 100% active ingredients in every drum.

3. Higher Quality at Lower Cost! You get guaranteed high quality at low cost when you buy from Pennsalt. No "middle man" charges! As a *basic* producer, Pennsalt controls the manufacture of its products from raw material to finished form

REMEMBER! Pennsalt backs up all of its cleaners with technical service right in your shop. Our representative is trained to analyze every type of cleaning problem. Why not let him study *your* present methods, and possibly show you savings in maintenance costs?

Write today for further information to: Special Chemicals Department, Pennsylvania Salt Manufacturing Company, Philadelphia 7, Pa.



TWO CENTURY OLD COMPANIES Like Pennsalt the Burlington recently completed 100 years of service to the nation The Burlington was the pioneer of Diesel streamlined trains and Vista-Dome Cars.

PENNSALT *railroad maintenance cleaners*

Progressive Chemistry for a Century

PIONEER PARACHUTES give new troop mobility and supply line efficiency to the U S. Armed Forces. In Exercise Swarmer, parachutes produced by Pioneer dropped thousands of fully equipped paratroopers and tons of supplies and fighting equipment when and where necessary . . . safely and efficiently. Pioneer was chosen to manufacture the cargo 'chutes used in this massive, successful air exercise because Pioneer has a special department for the manufacture of cargo 'chutes and its "know how" and manufacturing facilities could be depended upon. Pioneer makes a parachute for every purpose . . . from eight feet to 150 feet in diameter . . . for cargo as heavy as a cannon or an air-sea rescue boat to cargo as precious and fragile as life-giving plasma.

PIONEER PARACHUTE COMPANY, INC.

MANCHESTER, CONNECTICUT, U. S. A.

CABLE ADDRESS: PIPAR [illegible] TELEPHONE: Manchester [illegible]

Playland Special

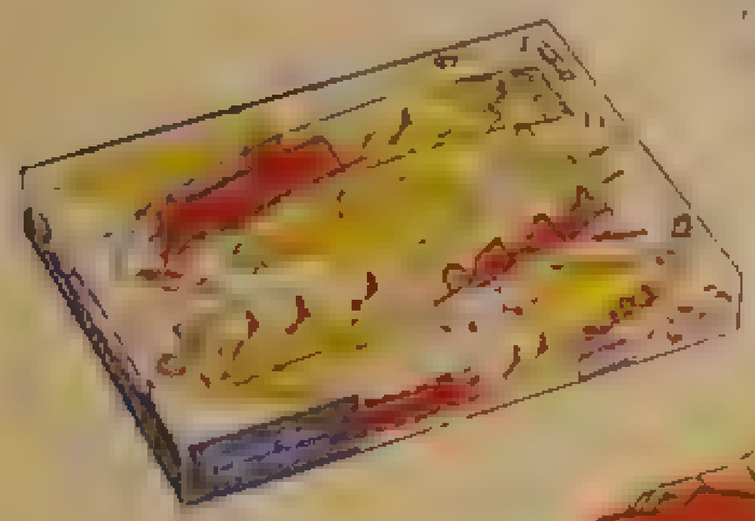
NOSCO MECHANICAL

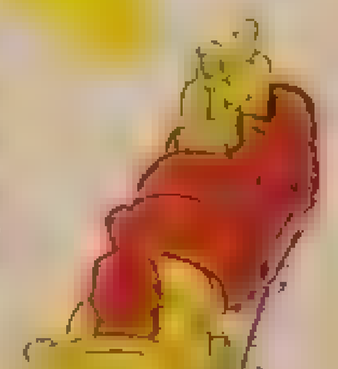
AMUSEMENT PARK

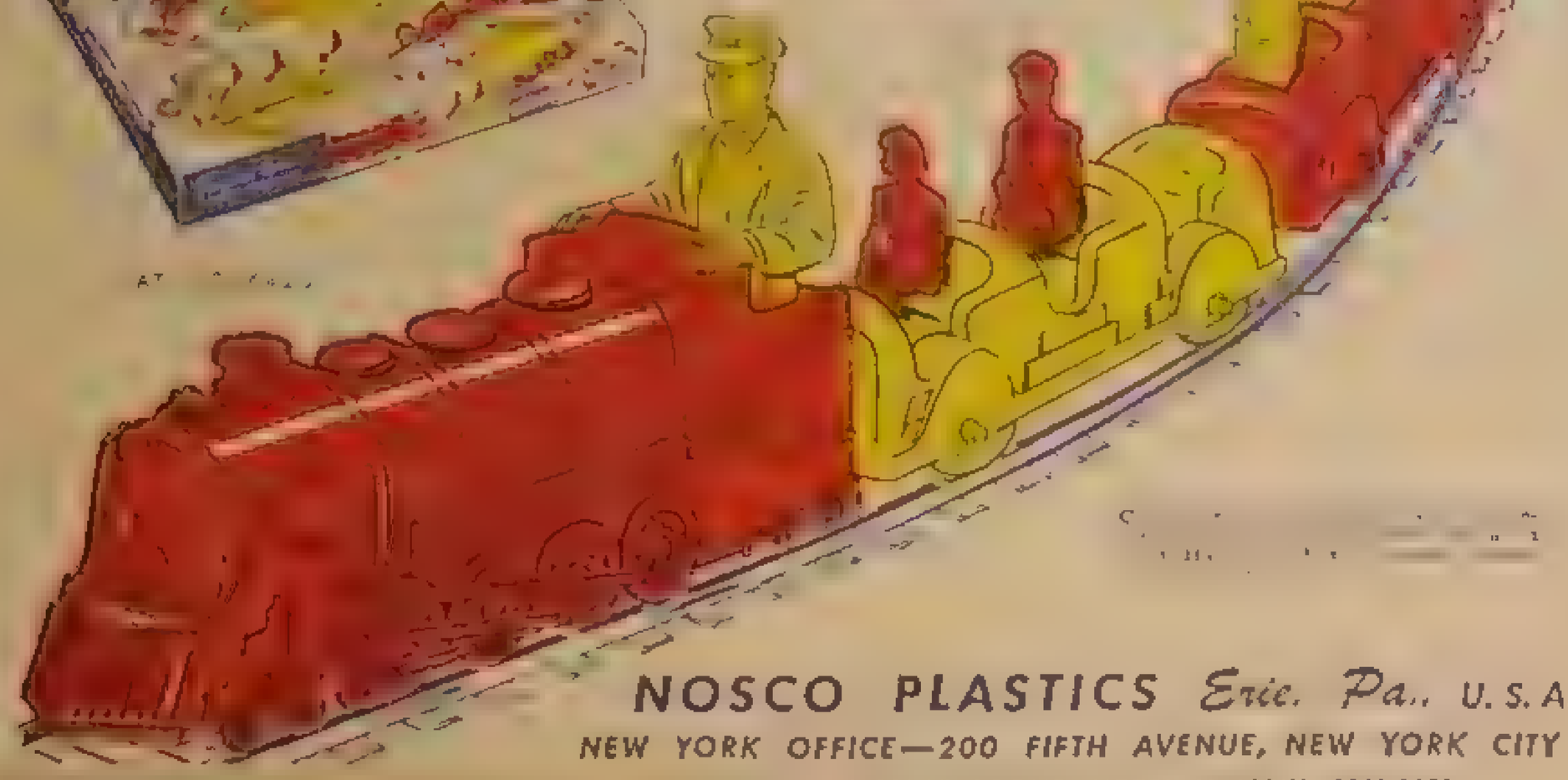
SCENIC RAILROAD

The "trip thru the park" Pays Off

The thrill of every amusement park, the children's [illegible] created in miniature by Nosco, complete with passengers and engineer. The Playland Special, Nosco's latest original, is molded in gayest colors and powered by clockwork, and operates on [illegible] Nosco Battery Track. Playland Special is filled with thrills. It's loaded with [illegible]. Don't miss this ride on a popular seller. Order Playland Special [illegible]







NOSCO PLASTICS *Erie, Pa., U. S. A.*

NEW YORK OFFICE—200 FIFTH AVENUE, NEW YORK CITY

TOY FAIR DISPLAY ROOMS, HOTEL McALPIN, 1050-1052

Uneeda DOLLS

THE RELIABLE BRAND
FOR 35 YEARS

America's most COMPLETE line of DOLLS

- latex
- vinyl
- plastic
- composition

at the TOY FAIR—Hotel McAlpin
ROOMS 661, 663, 665

in attendance | MORRIS SKLARSKY
| HENRY A. SUSSMAN

permanent showroom—200 Fifth Avenue
ROOM 511

in attendance—DAN SKLARSKY

EVEN YOUR CASH REGISTER LOOKS BIGGER, BRIGHTER

Used by the King of the Cowboys, the Roy Rogers 3 power binoculars have all the features of the premium engineering of binoculars selling for two and three times as much! Ideal for hiking, pals, and around everyday enjoyment. Every cowboy and cowgirl wants one on sight!

59¢

Roy Rogers
BINOCULARS CARRYING CASE

LOOK AT THESE FEATURES

- Adjustable for focus length
- Adjusts to fit eye separation
- Genuine American Optical lenses perfectly matched, ground and polished
- Covered with simulated leather
- Rugged and durable for use with sight and sound
- Will not fade in sun
- Black leather strap with snap fasteners and adjustable

Roy Rogers
TELESCOPE

$1.98

THE SCREAMER
Roy Rogers CAMERA & BINOCULAR SET

$5.95

GET A CLOSE-UP PICTURE OF TERRIFIC SALES!

HERCO

IMPERIAL CAMERA

$2.49

WITH ALL THESE FEATURES

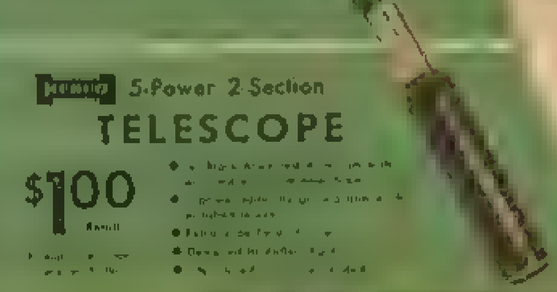
- Highly ground and polished lens
- Shutter speed approximately 1/30 second
- Telescope sight
- Unbreakable plastic, metal trim
- Takes black and white or color pictures

IMPERIAL FLASH CAMERA

$3.49

HERCO 5-Power 2-Section
TELESCOPE

$1.00



HERCO 3 Power BINOCULARS

$2.98

Herbert George Co.
Wholesale Manufacturers of Toys and Optical Specialties
311 North Desplaines Street Chicago 6, Illinois

11 10 9 8 7 6 5 4 3 2 1 0
18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

GET A PREVIEW of SHARD SALES with the INSTA-FLASH

ALL-NEW INSTA-FLASH CAMERA

$5.95 Retail

Packed 36 in carton; shipping wt. 35 lbs.

The most sensational camera ever produced! The lowest priced flash camera with twin lens reflex action in the market! Perfect model sure the hottest product in some time! Now the new Insta-Flash is available with precision flash unit operated by a standard one quarter million times without failure! Newly designed exciting lens flash builds in plus safety feature

All-new INSTA-FLEX CAMERA

$4.95 Retail

- Ap[illegible] ground glass reflecting finder with [illegible] shows just what the picture will be [illegible] when the shutter
- 2 2 [illegible] 2 [illegible] picture from a 620 size roll film
- Twin Meniscus lens [illegible] ground and polished with built-in sun shade
- [illegible] easy reading and simple film winding
- Precision shutter [illegible] and polished
- [illegible] camera [illegible]
- Complete with case and display box

Packed 36 in carton; shipping wt., 32 lbs.

Herbert George Co.

Precision Manufacturers of Toys and Optical Specialties

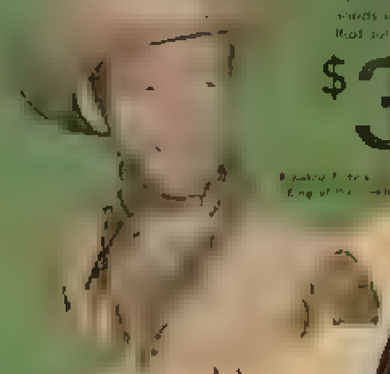
311 North Desplaines Street • Chicago 6, Illinois

OFFICIAL ROY ROGERS FLASH CAMERA

Complete with Official Press Card and Camera-Club Membership—It's Terrific!

[illegible] the official Roy Rogers camera with flash [illegible] camera and reflector [illegible] the [illegible] right [illegible] pictures [illegible]

$3.49 Maintained Price, incl. Fed. Excise Tax. Packed 24 in carton, shipping wt., 30 lbs.



Roy Rogers AND TRIGGER

CAMERA

- Takes 2 x 2 pictures [illegible] 2 on a 620 size roll
- Sharp enlargements as any can
- Panoscopic sight
- Made of gleaming black [illegible] with polished aluminum
- Shutter speed approximately [illegible] sec.
- Highly ground and pitch polished Meniscus lens
- Guaranteed for one year

SEE THE [illegible] HERBERT GEORGE LINE AT THE TOY FAIR

[illegible]

[illegible] weight. See them there

[illegible]

THE NEW OFFICIAL

Roy Rogers

MOVING PICTURE LAMP

$4.95 RETAIL
STANDARD DISCOUNTS

*A PROFITABLE PROMOTION

for the Toy Department

DESCRIPTION Full Color action pictures of Roy Rogers and wonder horse Trigger revolve past two large viewing windows (2½ x 4") in outer shade, decorated with brilliant reproduction of Rodeo scenes by famous artist. The outstanding value in Children's action lamps

SPECIFICATIONS: 17" tall.
Embossed parchment shade, 11" dia., 7½" high.
No mechanical parts.
Listed by Underwriter's Laboratories.
Individually packed in especially constructed and decorated 200-lb.-test carry-out carton 12 x 11¼ x 12¾". Shipping weight 4 lbs.

SELLS ITSELF the YEAR 'ROUND

A Leading Department Store sold 532 lamps the first day!

Several Leading Department Stores sold 10 times their ad-cost within two weeks!

Leading Jobbers sold 1,000 lamps per month!

A Leading Childrens Magazine sold 1,135 lamps, through its special issue!

A Mail Order Company shipped 1,200 lamps in six weeks!

(Names upon request)

*TESTED SALES PRODUCING MATS and ELECTROS FREE ON REQUEST

— Write, Wire, Phone TODAY! —

PEARSON INDUSTRIES
540 N. LAKE SHORE DRIVE CHICAGO 11, ILLINOIS

See Us at the Toy Fair Room 207 Fifth Ave. Building

HOLLYWOOD INSPIRED—

MOVIE MAGIC!

PREMIER PERFORMANCE DURING TOY FAIR Room 207-FIFTH AVE. BUILDING

A NEW *Pearson* PRODUCTION IN PROMOTIONAL MERCHANDISE THAT WILL PACK-IN PROFITS AT YOUR "BOX OFFICE"

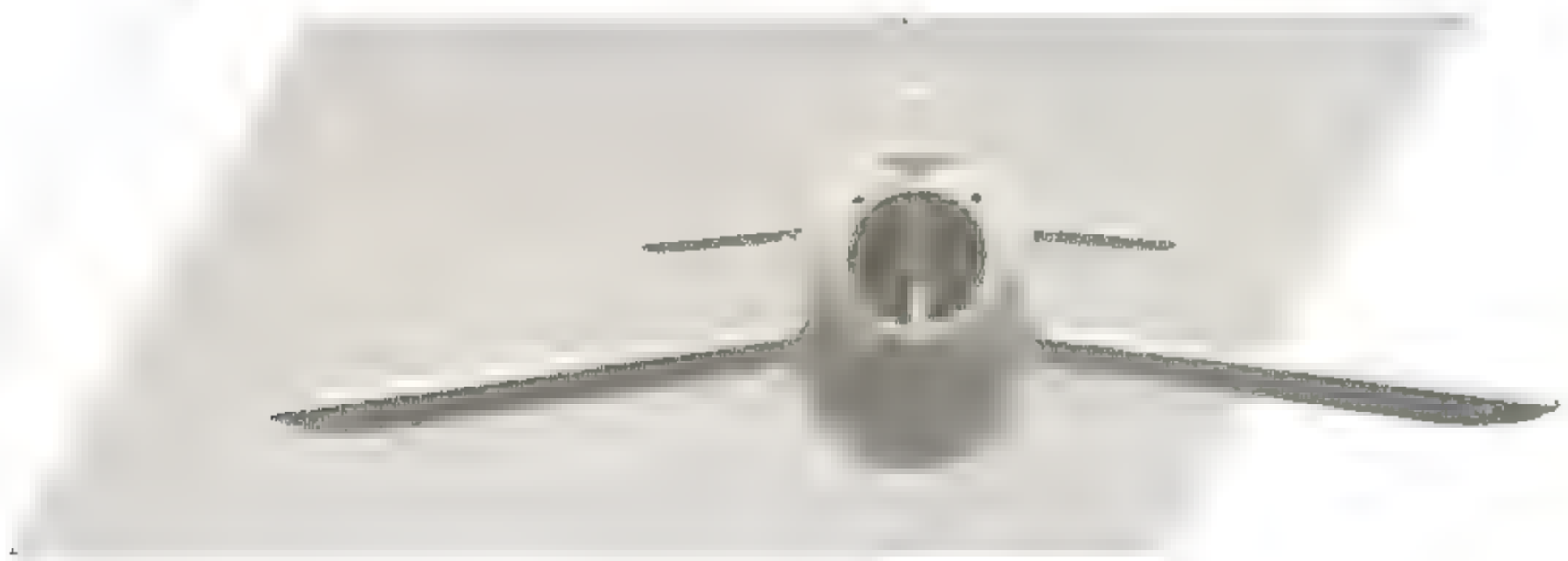
Manufactured by PEARSON INDUSTRIES

540 N. LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS

THIS IS THE XF-91

Made by the makers of the mighty Thunderbolt . . . which set enviable records in the hands of Air Force pilots during World War Two . . . and later, builders of the F-84E Thunderjet now being manufactured in quantity for the Air Force . . . Republic is justifiably proud of the XF-91 presently undergoing flight tests at the Muroc Air Force Base in California. ¶ *Conceived and produced to perform as a high speed . . . high altitude interceptor . . . with both turbo jet and rocket power . . . the final acceptance specifications of this great ship will, we are confident, prove to be one more vital weapon in Democracy's arsenal.*

. . . Republic Aviation Corporation, Farmingdale, Long Island, New York

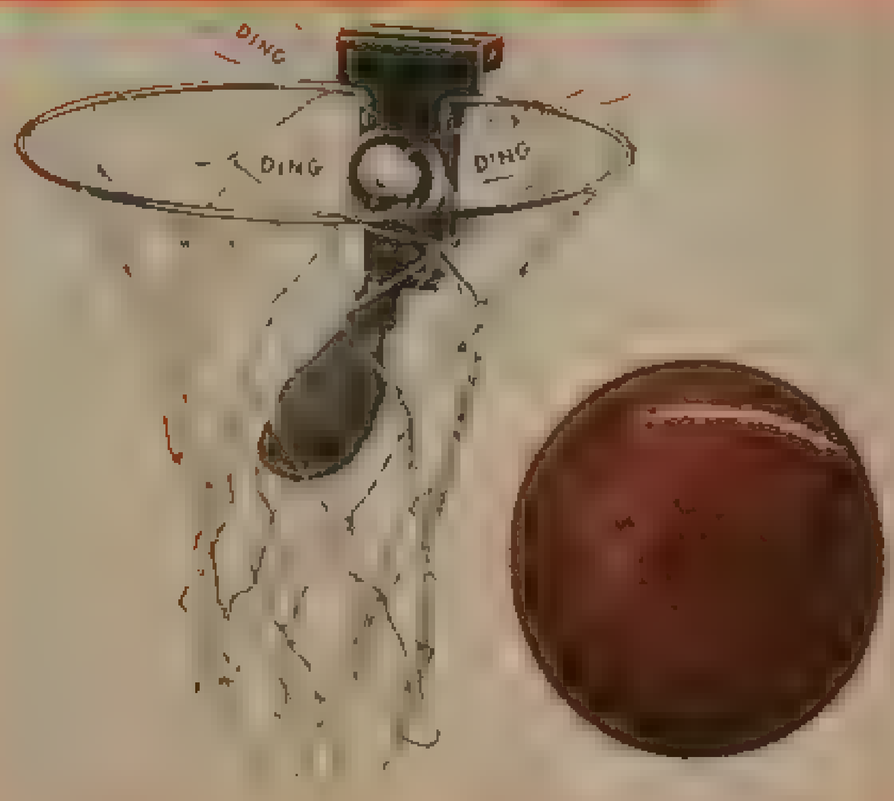


REPUBLIC AVIATION

Makers of the Mighty Thunderbolt • Thunderjet • XR-12 • XF-91

The Year-Round Sales Sensation

TALLY-BELL BASKETBALL



Over A Million Sold!

The set that parents buy—and buy again for their youngsters.

Why? Interest in basketball is increasing every year. Every boy or girl is a potential basketball star of the future. And people—young and old—can't resist Tally-Bell's patented sales clinching feature—when you shoot a basket it rings the bell!

America's *Fastest Selling* Sports Toy!

Retail Price FAIR TRADED AT $2.45
West of Rockies $2.55

TALLY-BELL IS THE ORIGINAL OVER-A-DOOR BASKETBALL SET WITH THE BELL. Imitated but never equalled—it sells better! For bigger sales let Tally-Bell RING THE BELL FOR YOU. We'll be seeing you.

AT THE TOY FAIR
HOTEL McALPIN ROOM 841

MIDWEST PRODUCTS DIVISION
Midwest Metal Stamping Co.
Kellogg, Iowa

* April 22,1950

THE NEW YORKER

Price 20 cents

IT'S A Steger

Roy Rogers CHUCK WAGON

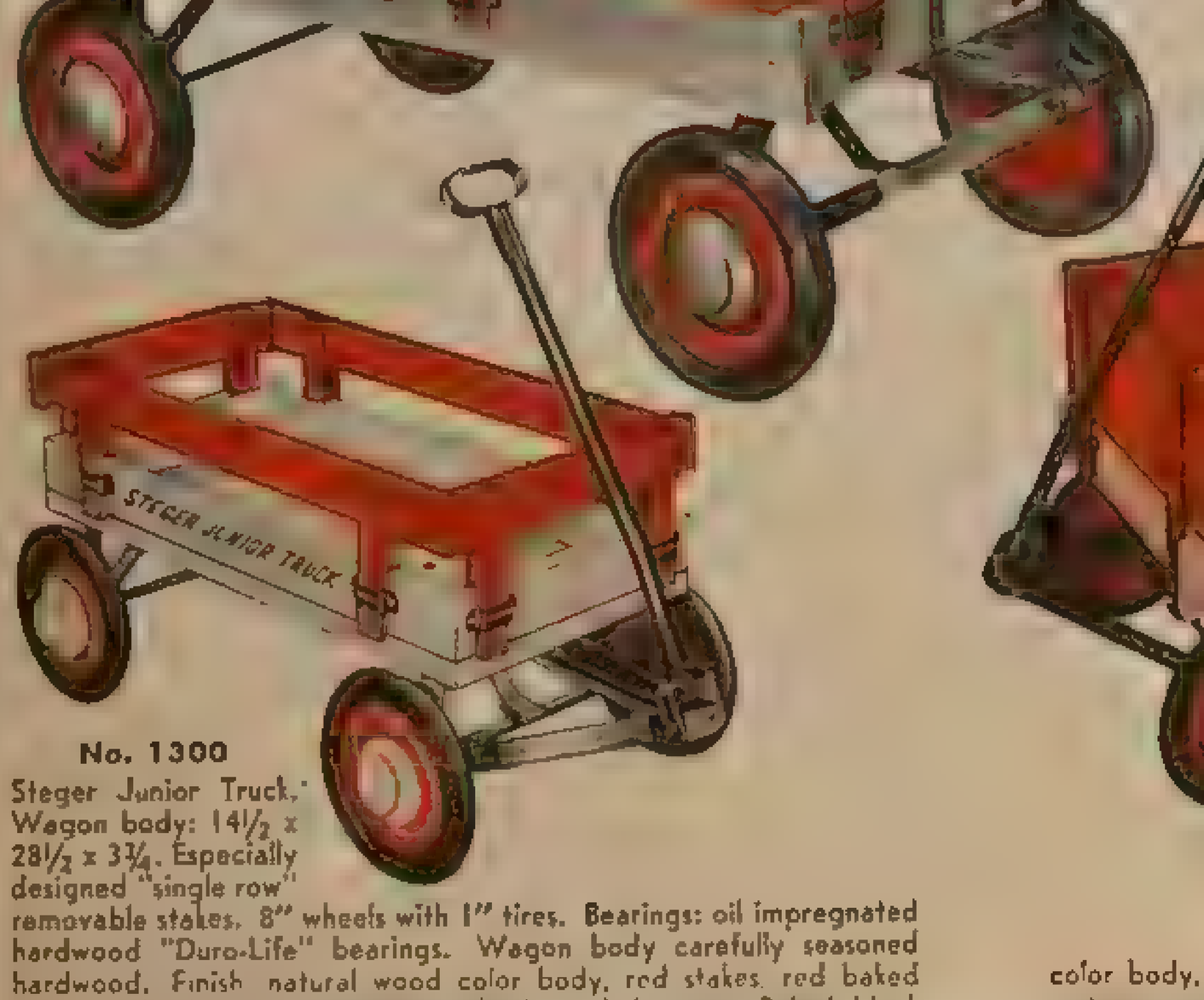
No. RR. The Roy Rogers Chuck Wagon has a hardwood wagon body of 17 x 36 x 4", with a double stake sides and ends that are removable and adjustable. 9" wheels with 1½" non-roll-off semi-pneumatic tires.

Spring steel loops support the canvas material top, that can be let down on each side, or rolled up to the top of the stake sides and then slide up on the loops to the center of the top.

There are many variations that can be made with the removable stakes and adjustable top.

The top and the stakes can be removed and you have a coaster wagon.

Packed one K.D. in shipping carton.
Shipping weight 42 lbs. F.O.B. Steger, Illino's.



No. 1300
Steger Junior Truck. Wagon body: 14½ x 28½ x 3¾. Especially designed "single row" removable stakes. 8" wheels with 1" tires. Bearings: oil impregnated hardwood "Duro-Life" bearings. Wagon body carefully seasoned hardwood. Finish natural wood color body, red stakes, red baked enamel wheels, with non-rusting aluminum hub caps Baked black enamel chassis Packing: one in a shipping carton K D. with easy to assemble instructions. Shipping weight 32 bs F.O B Steger Illinois

No. 2300
Deluxe Steger Truck. Wagon body 17 x 36 x 4". Double stake sides, removable and adjustable to make front and rear seat 9" wheels with 1½" molded semi-pneumatic tires. Bearings, oil impregnated hardwood "Duro-Life" bearings. Wagon body carefully seasoned hardwoods. Finish: natural wood color body, red stakes red baked enamel wheels with non-rusting aluminum hub caps Baked black enamel chassis. Packing one in shipping carton K D. with easy to assemble instructions Shipping weight 40 lbs. F O B Steger, Illino's.

STEGER PRODUCTS MFG. CORP.

STEGER, ILLINOIS

Get on the BANDWAGON with these little Instruments for BIG PROFITS!

You're missing a big opportunity if you don't stock these dynamic little music-makers. So easy to play—and attractively packaged for self-promotion, they sell themselves. Join the band of happy dealers who profit with these year-around consistent best-sellers.

BUGLE BOY Of red, white and blue plastic, plays all the bugle calls and other tunes, and is ideal for drum and bugle corps.

AMERICAN SONGSTER—Molded rubber body and plastic mouthpiece in gay color combinations to imitate bird calls and whistles.

BABY BUGLER—Big brother of the Bugle Boy, on music stand display card, pitched an octave higher than regulation bugle.

BOY BUGLER—Plays bugle calls and can be played with standard pitch instruments; of red and white or blue and white plastic.

THE SEA STAR is the most popular craft sailing the toy counters. Simple and safe to operate and packaged in a unique dry-dock carton. Order today!

INSURED DELIVERY Order direct or from your favorite distributor

A division of

CHICAGO MUSICAL INSTRUMENT CO.

30 East Adams Street, Chicago 3, Illinois

They're Here...SENSATIONALLY-NEW...

"Live Action" Pull Toys by STRUCTO

Die-Cast Aluminum Cabs and Chassis...Stamped Steel Bodies

No. 603 Package Delivery Truck

No. 601 Motor Express Truck

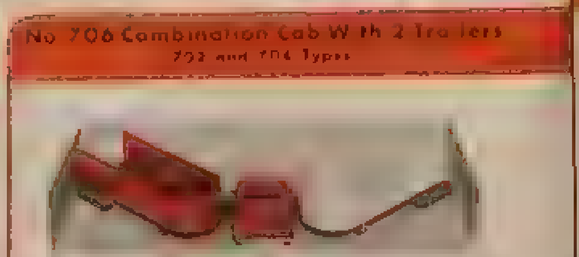
No. 700 Transport Trailer

No. 607 Machinery Truck

No. 702 Steel Cargo Trailer

No. 605 Shovel Dump Truck

No. 704 Overland Freight Trailer



No. 706 Combination Cab With 2 Trailers
702 and 704 Types

They're "CHILD-CONDITIONED"

STRUCTO MFG. CO. MAIN OFFICE AND FACTORY - FREEPORT, ILLINOIS
NEW YORK OFFICE - ROOM 536, 200 FIFTH AVE., BLDG.

And UNBELIEVABLY LOW PRICED!

"Live Action" MECHANICAL Toys by STRUCTO

Built To Last..... More Child-Appeal Than Ever Before!

No. 822 Wrecker Truck
(Wind-Up)

No. 866 Gasoline Truck (Wind-Up)

No. 811 Barrel Truck (Wind-Up)

No. 844 Hi-Lift Dump Truck Wind-Up

Only STRUCTO Toys Offer This Amazing New "Fluid-Action" Motor

Makes Two Toys in One

Patents Pending

AS A PULL TOY

AS A WIND-UP TOY

* ON ALL STRUCTO WIND-UP TOYS

You'll Also Want These Other Profit-Proved All-Steel STRUCTO Pull Toys

- No. 100 Standard Steam Shovel
- No. 105 Heavy-Duty Steam Shovel (Patented)
- No. 200 Dump Truck
- No. 250 Aerial Fire Truck
- No. 402 Machinery Truck and Steam Shovel (Patented)
- No. 500 Utility Truck (Patents Pending)

AT THE FAIR: ROOMS 525 and 526, HOTEL NEW YORKER

Railroadiana

THE South Texas town of Taft, my town, lies quiet and inactive beside the singletracked iron of the Southern Pacific and the asphalt of U. S. 181 at the midnight hour. Cats hold a mass meeting on a front lawn near Canal Street, a single light bulb burns over the open door of the Taft Fire Department, palm branches rustle to the feel of a coastal breeze. The town watchman walks by the darkened doors of Stone's drug store, the post office and the *Tribune*. A Mercury turns off the highway, exceeds the speed limit down the main drag, idles for moments at the curb of a home while a twosome goes up the walk and dissolves into the shadows. He walks back to the car and drives away slowly to another home

From the crushed stone of the Espee station platform, though, there is indication that I must again take leave of Taft: due east a single light flickers, wavers, gains in intensity. A glance at the watch. No. 304—the *Border Limited*—is right on the nose as usual, out of Corpus Christi at 11.30 p.m., over the Bascule Bridge, through North Beach, treading the Causeway, up the hill into Portland, a pause at Gregory (11.51), now hurrying at 50 miles an hour across the flat blacklands to Taft. The light is steady and yellow and bright now; a booming, incredibly melodious whistle calls for the yard limit board out beyond the grain elevators.

A silver smokebox fronts a glimpse of tall drivers, the flare of an oil fire and SOUTHERN PACIFIC in bold lettering of white across a Vanderbilt tank: P-6 Pacific No. 615 with "304" up in the illuminated slots of her train number boards by the stack. Mail and express and baggage cars, their brake shoes discarding a spray of sparks, slide past, then the light from an open vestibule door moves across the crushed stone of the platform. The conductors, Pullman and train, collect my tickets, then one carries my grip down the carpeted aisle to Lower 7 (because the porter is asleep in the smoker).

12 06 a.m. A booster blows steam, couplings tighten up, and the *Border Limited* departs to the soft chime of the 4-6-2's bell—heavier by many mail sacks, a truckload of express, two coach riders and myself in Lower 7. From the vestibule I wave to Dad and Mickey, then enter the *McCurdy*. No. 304 slips out past the cotton mill and the warehouse and the city dump, gathers speed toward Sinton. I raise the fringed window shade and watch the farms, gas fires and oil derricks pass in the cloudy moonlight. *McCurdy* bounces and rolls over the light iron and crushed stone ballast while the conductor counts tickets, the porter sleeps and I reflect on the wonders of riding a train like No 304

This, I think subjectively, is no toast to modernism (see page 36), makes no fortune for the Southern Pacific, holds no honors in speed or service or anything else that matters—except to the heart. And there it is the full-fledged measure of whatever the appeal of railroading is for me — D.P M.

Ride Great Trains through a Great Country

Si, si, si, chico! Riding one of Santa Fe's great fleet of fine trains is certainly the way to see that romantic Southwest of yours. Santa Fe trains are famous for comfort and room to move around...for a wonderful choice of fine Fred Harvey meals...for dependable on-time schedules, regardless of weather...for arriving right downtown. Yes, traveler, figure it out—you'll go Santa Fe—*all the way!*

Santa Fe

For [illegible] tion, call or phone any Santa Fe office or consult your local travel or ticket agent, or write R. T. A[illegible] Passenger [illegible] Santa Fe System [illegible]

Photo shows nose of XC-123 after it had torn out a section of cyclone fence, uprooted a 20 inch apple tree and nosed through the concrete block wall of a garage. Sturdy tubing construction in the nose withstood the severe impacts with little damage to the aircraft.

RUGGED TUBE CONSTRUCTION *Pays Off In Accident To* CHASE XC-123 TRANSPORT

Showing apple tree stump uprooted by XC-123 compared in size to a six foot man

Photo left, shows XC-123 back in flight on April 12 following repairs.

• While moving the XC-123 on March 10, the plane got out of control. The giant transport roared across a field, tore out a section of cyclone fence, uprooted a 20 inch apple tree stump, splintered the roof on one garage building, and nosed through the concrete wall of a second garage.

Despite the force of the impact, the occupants climbed out of the cockpit uninjured and the construction of the plane stood up just as the designer and Armed Forces men estimated it would stand up under severe landing shocks in a combat situation irrefutable proof of rugged design and sturdy tube construction. Tubing was furnished by SERVICE STEEL CO.

Repair work commenced on the 17th of March. By April 12th—repairs were completed and the next day the XC-123 roared down the runway and into the air—ready to appear in Exercise Swarmer. Rugged construction had paid off. Service Steel is proud that they furnished the rugged tubing for the XC-123.

SERVICE STEEL COMPANY *AIRCRAFT TUBING*

FRANKLIN STREET, DETROIT 7, MICH. • 2442 HUNTER STREET, LOS ANGELES 21, CALIF.

of the October issue. You may remember that ad. Frankly, TRAINS' editorial staff expected a landslide of orders, for here in these two packages was the complete, colorful history of Electro-Motive's mass production motive power from the original Seaboard Air Line 6000-horsepower *Orange Blossom Special* locomotives of 1938 to the pug-nosed Pennsylvania and Western Maryland F-3 freight haulers of a decade later: a compact, enjoyable, one-lesson study of 10 years of EMD dieselization for any railroad reader.

Helping out were captions like these

Northern Pacific, which calls itself the "Main Street of the Northwest," uses 5400-horsepower FT freighters with high-speed 4-6-6-4 steam helpers to conquer Montana summits. Color scheme is distinctive without being flashy, suits the hard wear of freight service.

E 7 passenger diesels came to the Texas & Pacific along with the West Texas section of the streamlined joint MP-T&P Texas Eagle. T&P is controlled by the Mopac, thus color schemes and porthole windows have strong MP influence. Even eagle on nose is MP.

As these colorful packaged plans rolled off the press, we could think up numberless uses for them: mounted or just thumbtacked up on study or den walls, glamour to brighten up glass-topped desks, inexpensive gifts; quick and accurate file guides to the color schemes of 41 roads (from Coast Line to Western Pacific).

All this leads us to tell you that our prediction of a rousing TRAINS reception for these two diesel plan packages turned out as wrong as the Dewey election bets. And that puzzles us, because the package sales do not reflect the boosted diesel comment we have noted in reader mail over the last year. As editors, of course, it is *not* our worry if these packages are gathering dust on the sixth floor mailing room shelves. Again, as editors it is our job to keep you posted on new railroad publications. This obligation certainly includes mention of these diesel plans and paintings.

So to sum it all up:

These diesel packages are unique railroadiana material: prepared from the original EMD engravings, printed on good stock, supplemented by captions and drawings, suitable for many uses.

By way of information, not persuasion, we heartily endorse them.

Each is worth $1.50 and more.

If diesels disagree with you, don't buy them.

The Editors

Interchange

The operation of electric railways in England, Europe and Australia, while similar in principle to that of lines in North America, differs greatly in practice. Anyone seriously interested in electric railway operation, whether it be city, suburban or mainline, should keep up with developments overseas to get a complete picture of the transit industry.

Three foreign publications dealing with electric railways make this a relatively

is Boeing's and the U. S. Air Force's choice for the B-47B Boeing *Stratojet,* because of its ability . . . already proved on the Boeing *Stratocruiser* . . . to provide smooth, precise *automatic* flying under all flight conditions.

● The Gyropilot does for the pilot of the B-47B . . . a military jet of 600-miles-per-hour speed and over 2000-mile cruising range . . . what it does for the pilot of the commercial airliner.

● It gives him complete automatically-stabilized control of his aircraft through all weather even at high speeds and high altitudes . . . enables him with the automatic approach control to make automatic approaches through low weather ceilings in rough air.

● Today, many leading airlines . . . in continuing efforts to improve schedule reliability and make service increasingly independent of weather . . . are using the Sperry A-12 Gyropilot to supplement their flight personnel's skill and experience.

*Trade Mark Reg. U. S. Pat. Off

SPERRY GYROSCOPE COMPANY

DIVISION OF THE SPERRY CORPORATION, GREAT NECK, NEW YORK • CLEVELAND • NEW ORLEANS • NEW YORK • LOS ANGELES • SAN FRANCISCO • SEATTLE

The Beautiful New Line of

AR-DOLL

MINIATURE DOLL *Creations*

TO BRIGHTEN YOUR PROFIT PICTURE!

FEATURING THE *Revolving*

MUSICAL DOLL

MAGNIFICENTLY fashioned characters, mounted on plastic pedestals and equipped with highest grade musical box units, with a SELECTION OF MANY POPULAR TUNES.

• • •

ANY DOLL IN "AR-DOLL'S" ENTIRE LINE MAY BE HAD IN THE REVOLVING MUSICAL STYLE

AR-DOLL'S extensive variety of character dolls includes:

• Brides • Bridesmaids • Dolls of all nations
• Famous characters of fact and fiction

AMERICA'S QUALITY DOLL LINE, featuring all these many extras:

- All Plastic Bodies
- Moving or Painted Eyes
- Movable Head and Arms
- Individually packaged in the sell-on-sight acetate window box. 40" skirt spread. Only finest satin, lace and trimming used.

ALL "AR-DOLL" CHARACTERS GENEROUSLY SIZED

AND ALL AT DOWN-TO-EARTH PRICES TO MAKE THEM MORE PROFITABLE FOR YOU

Brand New Illustrated 1950 Catalogue on Request

VISIT US AT THE FAIR
Room 1072,
HOTEL McALPIN

STANDARD DOLL CO.

36 EAST 22ND STREET, NEW YORK 10, N. Y.

Northwest Representative
EMIL MAYER Terminal Sales Bldg. Seattle, Wash.

Southwest Representative
HARRY BERNSTEIN 4262½ Burbank Blvd., North Hollywood, Calif.

FAMOUS KEYSTONE
MOVIEGRAPHS

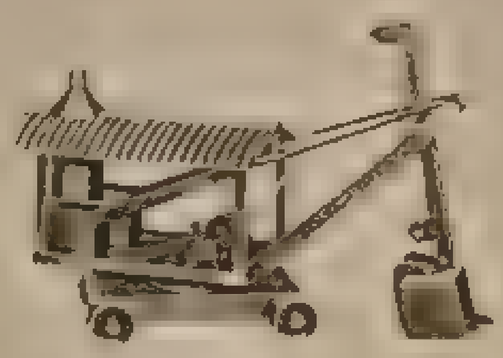
KEYSTONE
DOLL HOUSES
WITH TURNTABLE
Patent Pending

KEYSTONE
GAS STATIONS

KEYSTONE
MECHANICAL TOYS

WHAT'S NEW?
Look in at
our Exhibit
Room 442
200 Fifth Ave.

KEYSTONE
FIRE DEPARTMENTS



KEYSTONE "RIDE 'EM" TOYS
THE TRADE MARK "RIDE 'EM"
IS REGISTERED IN U.S. PATENT OFFICE

COMPLETE LINE
MECHANICAL AND
SAIL BOATS

Keystone

KEYSTONE MFG. CO., BOSTON, MASS.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

375

Licenses in all fields available for America's BIGGEST children's record star

BOZO *the clown!*

A PersoNovelty Creation of Capitol Records

- New Bozo Albums:
  BOZO AND THE BIRDS
  BOZO'S JUNGLE JINGLES
  BOZO LAUGHS
- Star of Radio, Television, Comic Books, Color Books, Theatres, Circus Appearances

© Capitol Records

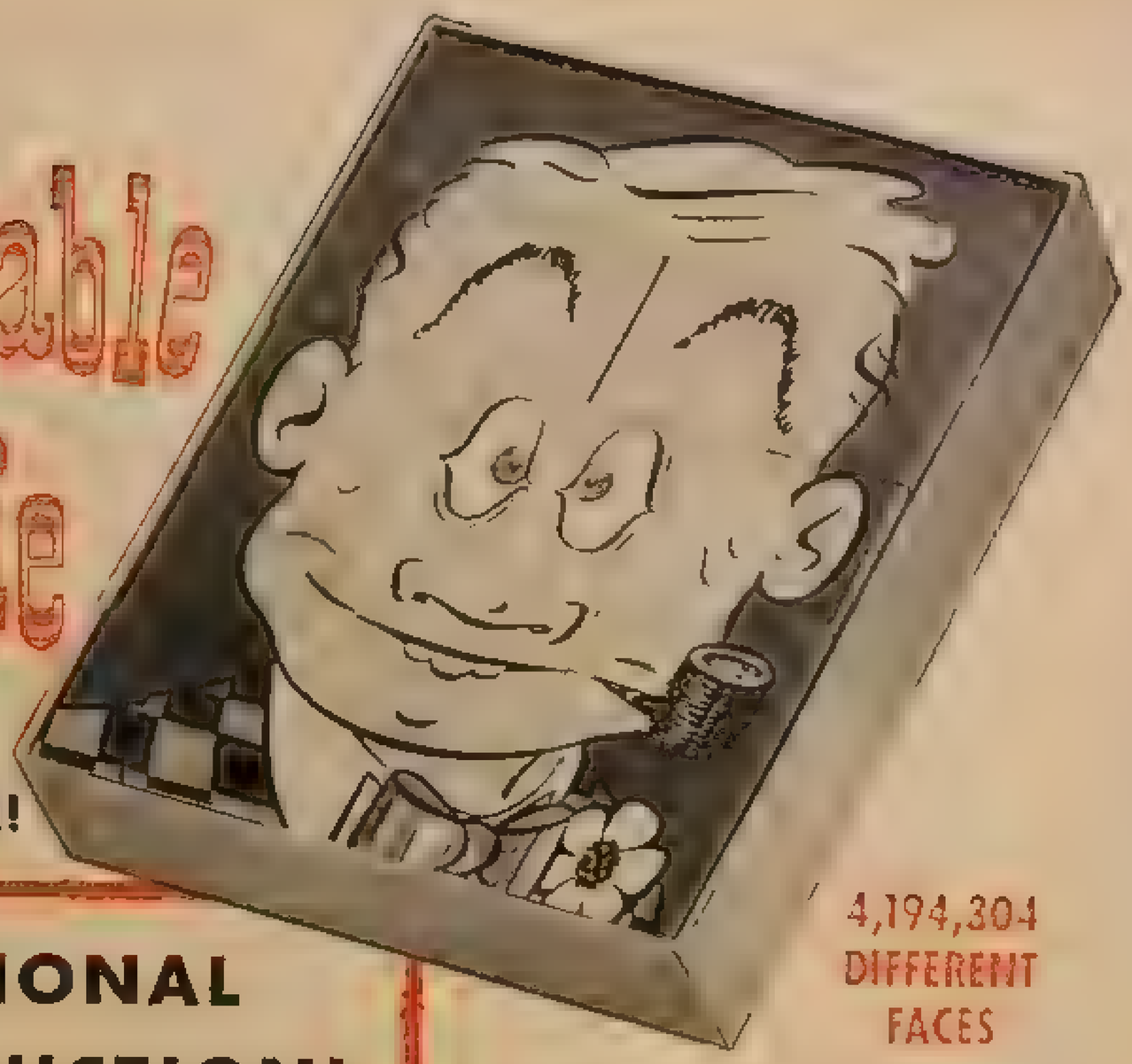
We Can Design A Bozo "PersoNovelty" Product For You.

Write Today!

Capitol RECORDS

SUNSET & VINE, HOLLYWOOD

Changeable Charlie



EVERY DEALER'S BASIC PROFIT ITEM!

SENSATIONAL PRICE REDUCTION!

"A Buck Across the Board!" NOW, *Bozo the Clown* and *Changeable Charlie* more salable than ever at that magic $1.00 price! The tremendous volumes these hits have produced make this new retail price possible!

4,194,304 DIFFERENT FACES

As long as children are curious, they'll go for Charlie's 4,194,304 different faces! He glares, smiles, wears a straw hat, goes bald! Lithographed in six brilliant colors Size per attractively-boxed unit, 5¼" x 6¾". Minimum order, two dozen. Packed in master shipping carton, weight approx. 23 lbs NEW retail price..... .....$1 00

BOZO THE CLOWN*

The kiddies' favorite . . backed by a promotional power house of records, books, TV! BOZO grins, laughs, cries blows bubbles, puts hands up in amazement. Over a million changes possible with the ten, full-color lithographed wood blocks. Size per attractively-boxed unit, 7" x 7". Minimum order, two dozen. Packed in master shipping carton, weight approx. 27 lbs. NEW retail price $1 00

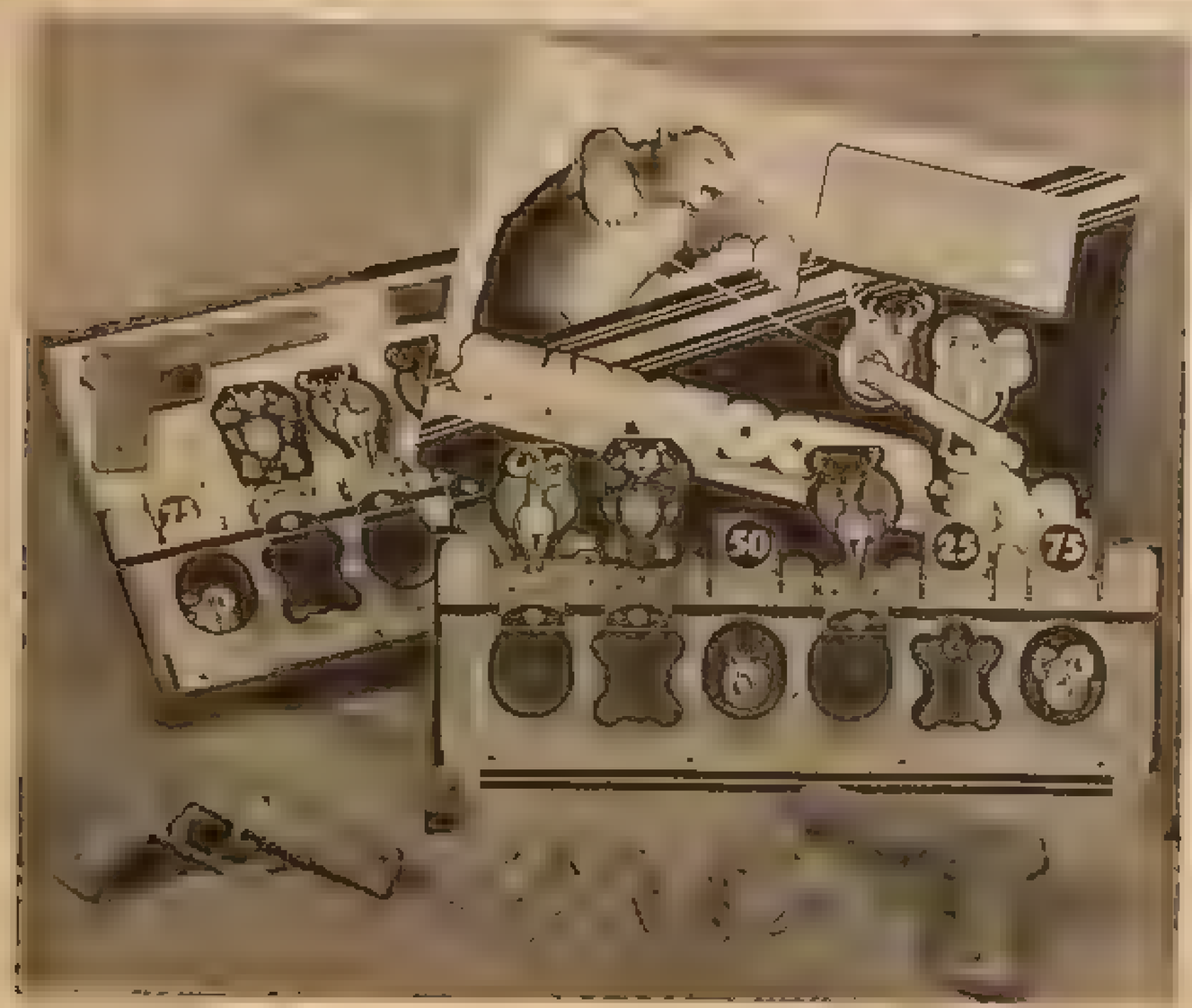
CAPITOL RECORDS INC

BIG PROFIT OPPORTUNITY!

"Bozo" and "Charlie" blocks proved the popularity of multiple-combination cartoon toys. Now, the "Juggle Puzzle" rounds out the line . . for even greater sales and profits! And there's "Gayplay" to fill the push-pull need. The Gaston line sells fast and easy . . . year 'round toys for year 'round fun! Get the line . . . stock the line . . . *sell the line*—and pocket your profits!

AMERICAN TOYS

CADACO-ELLIS GAMES



SHARPSHOOTER

- Fast shooting fun for all ages! Features two repeating pistols . . . unique Trophy Target Range. Retail Price $3.00.

- SHARPSHOOTER, DOBBIN DERBY, STORYLAND PARADE . . . Three new stars in the CADACO-ELLIS line-up of game favorites . . . all on display in Room 407, Fifth Avenue Building.

CADACO-ELLIS—*Originators of Games*

Merchandise Mart
CHICAGO ILL.

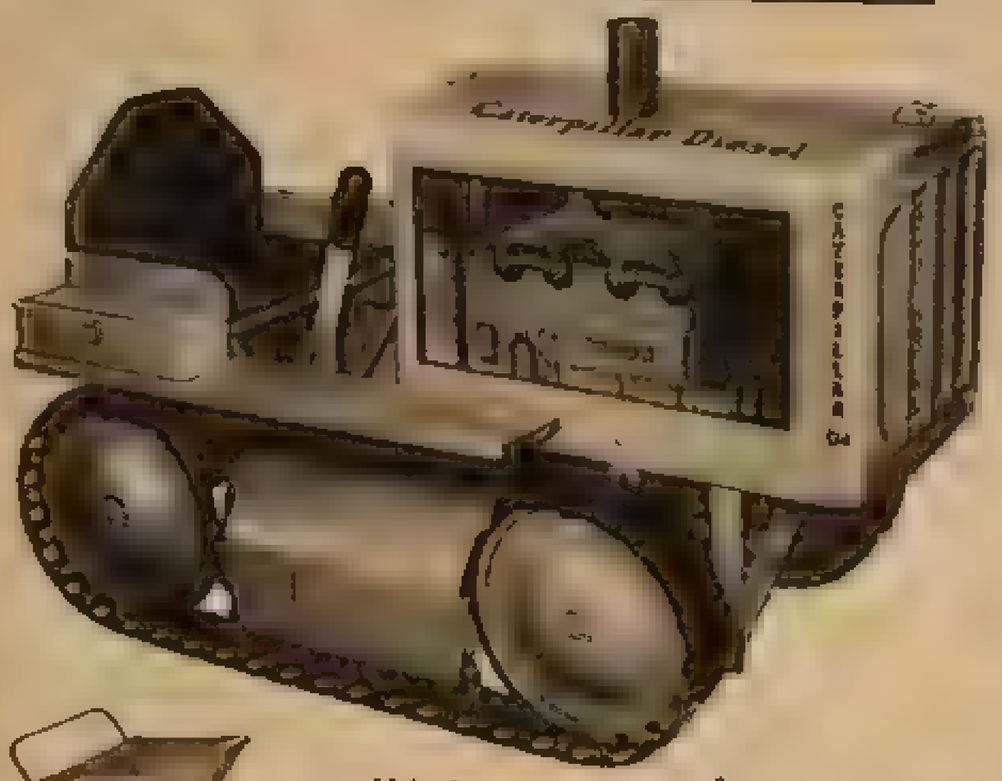
From Our — 200 Fifth Ave.
NEW YORK

The New, Large Shillman Line will be shown
at the Toy Fair Room 543, Hotel McAlpin

M. & S. SHILLMAN

GENUINE *BOY-SIZE* "CATERPILLAR"!*

(Patents Pending)



SCALE MODEL *of the*
FAMOUS "CATERPILLAR"*
MODEL D-4 DIESEL

Authorized by the

CATERPILLAR TRACTOR CO.

*Trade Name Reg. U. S. Pat. Office

Runs and steers just like the big one! Bull-dozer blade and tractor attachments!

Size: Length—3 feet
Width—19½" Height—22"

"New London" QUALITY Toys

Sturdy tempered steel DOLL STROLLERS with
OUTSTANDING QUALITY Features

Model DS-2
with
Roadster Style
Folding Top

Represented by

PERLMUTTER & BAUM, Room 207, 200 Fifth Ave., N. Y. 10, N. Y.
J. JACKSON SALES CO., Merchandise Mart, San Francisco 3, Cal.
HERBERT SIERK & CO., 207 Canton St., Dallas, Texas

NEW LONDON METAL PROCESSING CORP.
NEW LONDON, CONN.

Model DS-1
All Steel
Stroller

YOU PROFIT MOST WHEN YOU SELL THE NAMES YOUR CUSTOMERS KNOW BEST!

Markup is not the only factor in your PROFITS. The integrity of the manufacturer, the reputation of the product, the impact of nationally advertised brand names—these also are major factors. Then add to these, our desire to constantly re-vitalize the features and values of our products, and our determination to make the best and highest quality merchandise in its classification—these factors, too, are why the name Porter and the brand names of Porter products are so well accepted by both the trade and the retail customer. These important factors we offer you, *in addition to markup*, to aid you in expanding your PROFITS. Remember—you profit most by selling the names your customers know best.

In Chemistry Outfits, the best known name is

CHEMCRAFT

1. The most complete line . . . prices range from $1.50 to $25.00 ($1.59 to $26.25 in 11 Western states). . . . 2. Largest selection of exclusive features Atomic Energy, Bryan Chemical Illustrators, Valence Blocks, Chemcraft Chemical Magic to mention a few. . . . 3. More and better ingredients and apparatus enable boys and girls to perform more and better experiments . . . this means greater customer satisfaction. . . . 4. Chemcraft is the original in its field . . . is the best-known trade name . . . has been establishing its reputation since 1920 with the mother and father of today

In Microscopes, the best known name is

SCIENCEcraft

1. The most complete line . . . prices range from $3.00 to $20.00 ($3.15 to $21.00 in 11 Western states). . . . 2. Sciencecraft Microscopes contain the best lens set-up of any youths' microscope outfit. This is our sincere conviction . . . 3. Most unique and complete list of exclusive features . . . including Micro Projector, Sub-Stage Illuminator, Electronic Battery Holder, Specimens of Uranium, Gold and Silver Ore, patented Velvet Touch Focusing Mechanism, and many others . . . 4. So soundly engineered and designed that returns and dissatisfied customers are almost unknown

In Tool Sets, the best known name is

TOOLCRAFT

1. The most complete line . . . price range from $2.50 to $20.00 ($2.59 to $21.00 in 11 Western states). . . . 2. Designed intelligently for practical use for age groups intended. No dangerous tools in sets for smaller boys . . . no useless pieces of wood to make list of tools look larger in more expensive sets 3. Outstandingly attractive and sturdy boxes . . . each a "Silent Salesman whether made of wood or steel. . . . 4. The line is "right" . . . no unfair and inconsistent policies regarding the price you, and your competitor, pay

In Soilless Garden Kits, the best known name is

PLANTCRAFT

1. A unique item that stands alone in its field . . . the kind of item that means plus business 2. Two sizes at $3.00 and $5.00 have proven customer acceptance of these relatively "high ticket" articles ($3.15 and $5.25 in 11 Western states). . . . 3. An exclusive item, backed by national advertising and fine publicity through its use by shut-ins and convalescents, as well as by the amateur indoor gardener

In Novelty Painting Sets, the best known name is

CRYSTAL COLOR

1. Two unusual painting sets that bring in "plus business" on your regular line 2. Retail prices of $1.50 and $2.50 represent a better-than-average dollar sale per unit than in most painting sets ($1.59 and $2.65 in 11 Western states). . . . 3. These sets are different because of exclusive features such as patented easy-to-paint stenciled cards, colors that will not permanently stain if spilled on fabric, unique third-dimensional effects not possible with ordinary line of painting sets.

Big National Magazine Advertising Programs in Leading Youth, Science and Comic Magazines Back Your Sales Efforts. PLUS the additional help we give you with Point of Sale Display Material, Counter Racks, Fact Tags and Selling Instructions for your Clerks

This is your invitation to visit our showroom, Room 405, Fifth Avenue, New York, during the Toy Fair, and to write now for our current catalog . . .

The Porter Chemical Company

BOX 500 • HAGERSTOWN, MARYLAND

new!

WANNATOY FAST SELLERS

to feature for '50!

See the complete WANNATOY line 1950 American Toy Exhibit Room 928 — Hotel McAlpin

They've got everything to bring you bigger than ever profits this year — all year long! Bright color . . Action Durability! And they're priced for the quick turnover that means volume profits! Get off to a red-hot start for '50 — order these WANNATOYS now!

Sells on sight!

Wannatoy Cowboy C8-1. Suggested retail $1 00 Attractive four color "wild westerner" the kiddies will love. Stocking filled with a BIG Wannatoy assortment 18¾" high x 9" wide Packed 24 to a shipping carton Approximate weight 9 lbs

New 4-wheel Trailer Van W200

Suggested retail 10¢ Brilliant red, yellow and black plastic — coupling permits almost 90° turns — on 6 wheels and literally 5 long x 1¾ wide x 1¾ high Packed 1 gross to shipping carton Approximate weight 14 lbs

New Stake Truck W201

Suggested retail 10¢ A welcome addition to the fleet of Wannatoy work units Has turning coupling Brilliant colored plastic 5 long x ¾ wide x 1¾ high Packed 1 gross to shipping carton Approximate weight 9 lbs

New Plastic Oil Truck W202

Suggested retail 10¢ A real hot value with tanks in gleaming chrome finish Authentic action too 5 long x 1¾ wide x ¾ high Packed 1 gross to shipping carton Approximate weight 14 lbs

DILLON-BECK MFG. CO.
HILLSIDE, N. J.

NATIONAL SALES REPRESENTATIVE
WITH BENNY SALT CO. 1 W. 42nd ST. NEW YORK 18

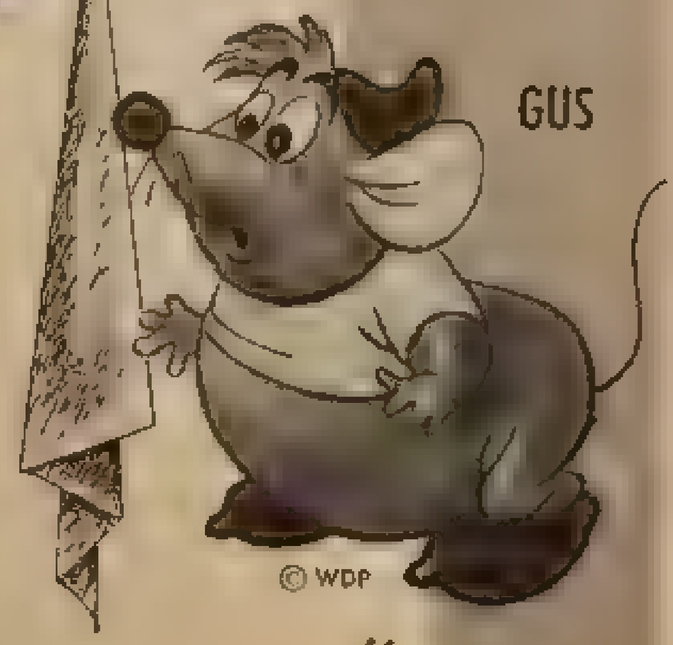
Gund

UNFOLDS

THE GREATEST

TOY PROMOTION

OF THE HALF CENTURY



The Authentic "CINDERELLA"

inspired by **WALT DISNEY'S**

motion picture sensation—Cinderella. Destined to sweep the heart of the nation.

GUND takes pride in announcing the newest, most imaginative Walt Disney characters:

★ **CINDERELLA DOLLS**

★ **The 2 impish mice, GUS and JAQ**

The rags-to-riches story of the first lady of legend, and her cute-as-a-button friends, GUS-GUS and JAQ is being publicized and promoted throughout the land in newspapers, national magazines and on the radio.

Made by GUND with the same famous standards of quality and craftsmanship that buyers have depended upon for over 50 years.

Promotional Possibilities —

— Unlimited !

JAQ

A Gund CREATION

Gund MANUFACTURING COMPANY

J SWEDLIN Successor, 200 FIFTH AVE NEW YORK 10, N. Y

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

LOOK FOR THE GUND LABEL SINCE 1898 GUND MEANS REAL VALUE IN STUFFED TOYS.

penny for penny

MICKEY MOUSE

IN STUFFED TOYS
YOUR BEST BUY
IS *Gund*

Point by point and feature by feature, GUND has given a better buy in stuffed toys for over half a century. GUND'S superb quality and matchless styling has been the reliable standard of measurement since 1898.

- Stuffed Animals
- Soft Dolls
- Walt Disney Characters
- Musical Stuffed Toys

THUMPER

ANNOUNCING
Gund's
NEW EASTER LINE!

Once again we are pleased to announce that the famous family of Easter Gunds is ready. You'll find an abundance of sensational Easter promotional items. For Easter business get behind GUND, the name that means real value in stuffed toys.

ROOSTER GUND

WRITE FOR EASTER CATALOG TODAY

STANDING BUNNY BOY

Since 1898 GUND means real value in STUFFED TOYS

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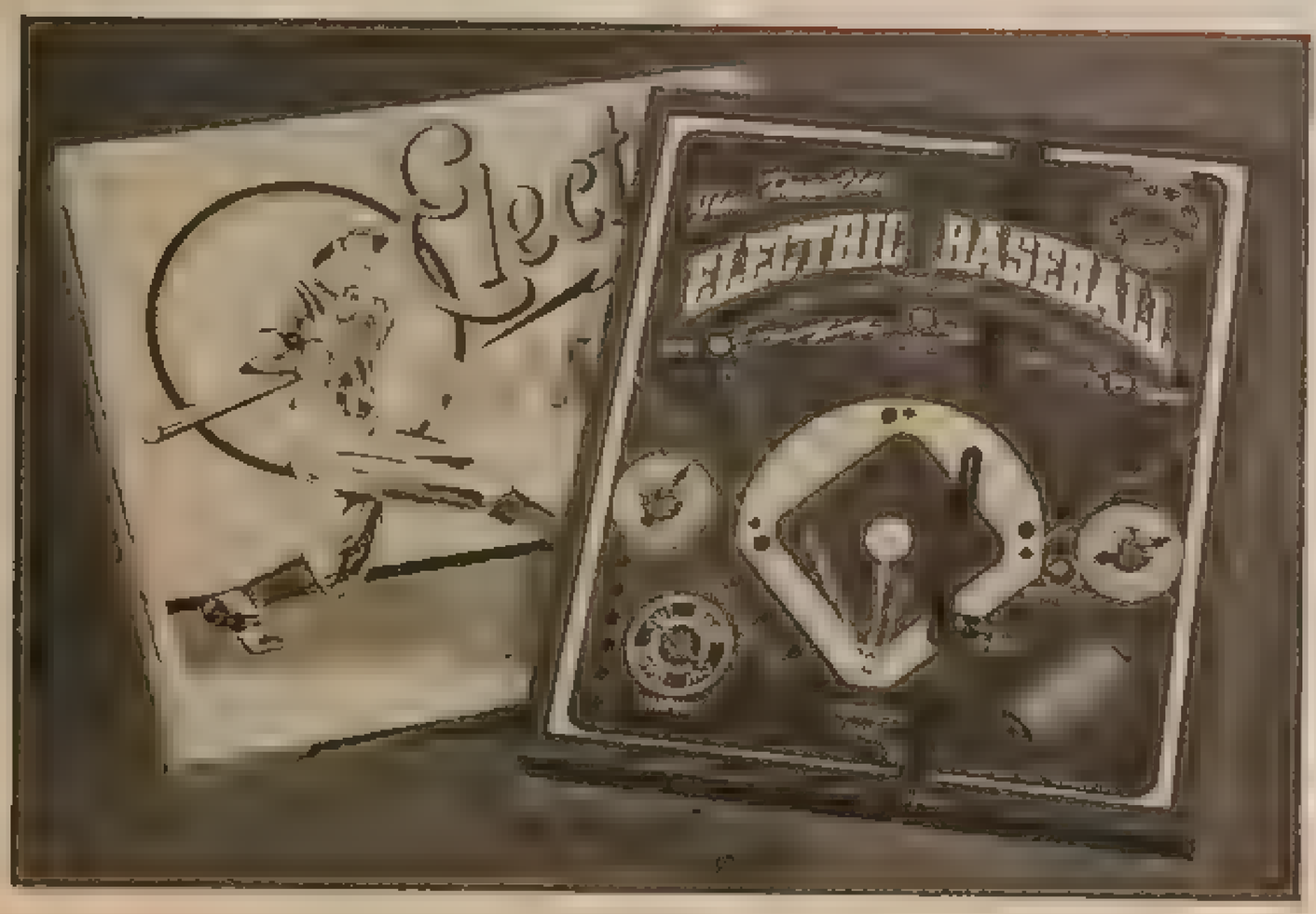
MANUFACTURING COMPANY

J. SWEDLIN, INC., Successor, 200 Fifth Ave., New York, N. Y.

ELECTRIC GAMES

BY

Jim Prentice



MODEL
48B
$3.00

ADVERTISED NATIONALLY

ELECTRIC ACTION
SWITCHES·ROTORS·LAMPS
BASEBALL
FOOTBALL
BASKETBALL

FIFTH AVENUE BUILDING
Room 405

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THE ELECTRIC GAME CO., INC.

HOLYOKE, MASSACHUSETTS

World's Leading Manufacturer of Electric Games for Over 26 Years

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Youngsters can *Do Things* with Realistic EMPIRE Action TOYS

That's Why They SELL SO FAST!

Girls Love These *"Little Lady"*

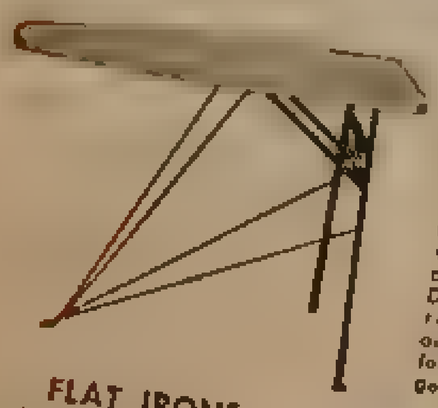
Toy Ranges, Flat Irons, Ironing Boards that Really Work...Just Like Mother's

Irresistible to girls, markers and others . . . is the "Little Lady" line of unbelievably realistic toy Electric Ranges. Little housekeepers can actually cook and bake with them. Sparkling enamel finish over durable steel construction, electrically welded. Available in complete range of sizes, 2 burner and 4-burner. Complete with utensils and 32 page cook book. Suggested retails from $2.95 to $9.95.

Also Play Stoves for tiny tots, suggested retails $1.50 to $2.95.

IRONING BOARD

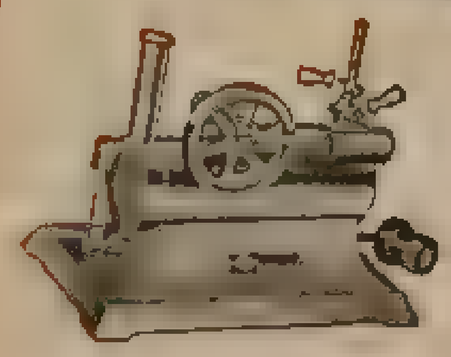
28" x 8" stands 22" high, reinforced steel construction, ventilated like most modern ironing boards. Attractive white enamel finish with red enameled braces and legs. Folds flat. Double cork brace for heavy duty. A tremendously sturdy board—a honey for any money. Suggested retail $2.65



FLAT IRONS

Toy Play Irons for tiny tots and real Electric Irons that really Steam red. Illustrated chrome finish. Heavy cast aluminum with heavy nickel plate. Handle is insulated. Perfect for ironing dolls clothes, handkies etc. Five numbers, suggested retail from 39¢ to $2.50.

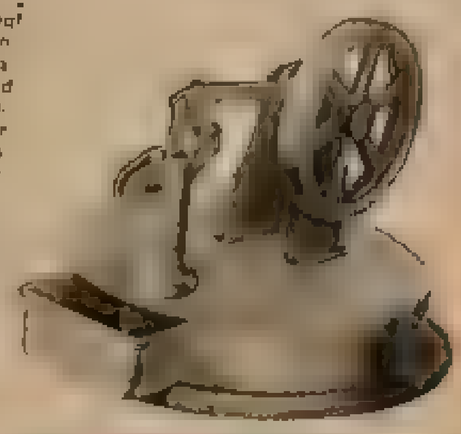
Boys Go for EMPIRE Steam Engines



Yes Sir—they have both SPEED and REAL POWER! Practical, educational action toys that are just as realistic to the grandson as they are to the dad. Actually generate and operate on steam! Complete with lubricator, safety valve, water gauge, grooved pulley, boiler cylinder and fittings made of copper and brass, polished chromium finish. Complete with cord set. Three numbers suggested retail $7.95 to $12.95.

WATER PUMP

Actually pumps water continuously. An ideal accessory for steam engines and electric motors. Equipped with release and stop valves for continuous pumping. Water pumped from and returns to pan at base. Heavy cast balance wheel, machined drive pulley. Accurately machined bronze pump with brass piston. Base and pump enamel red. All fittings easily operated. Suggested retail $2.00



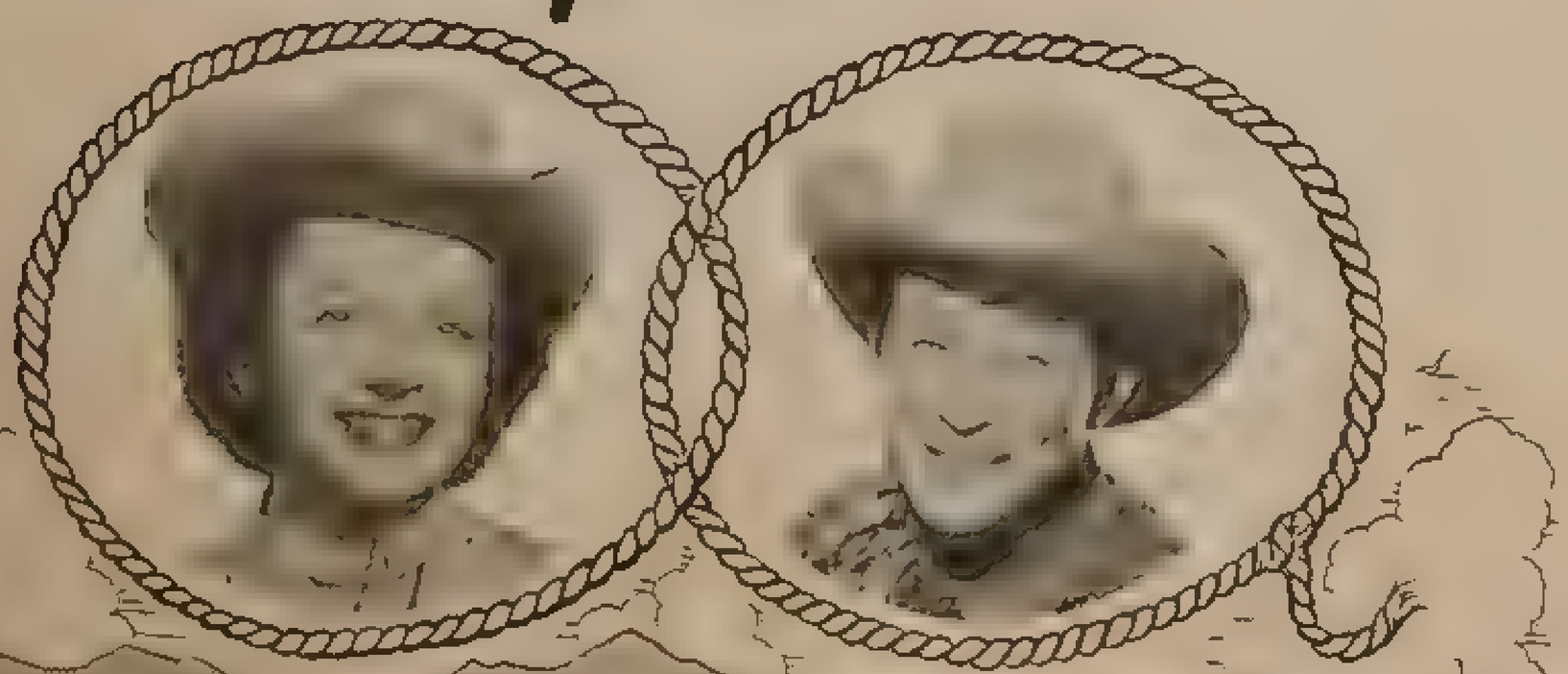
All "Little Lady" and "Empire" Electric Toys are tested and approved by Underwriters Laboratories

THE METAL WARE CORPORATION
TWO RIVERS, WISCONSIN

NEW YORK, 200 5th Avenue
CHICAGO, Room 1411A Merchandise Mart

See "Little Lady" and EMPIRE TOYS at the NEW YORK TOY FAIR, March 6-17, Room 954, Hotel McAlpin New York, and at our Permanent Show Room, 200 Fifth Avenue, Room 415

TEAMWORK PAYS OFF *in Profits!*



DALE EVANS • ROY ROGERS

New Selling "Pardners!"

NOW! Leslie-Henry, famous for Roy Rogers "Golden '49er" pistols and spur sets, introduces a new line featuring DALE EVANS! Here's your perfect team for sales to boys *and girls*. The new genuine leather Dale Evans holsters and 50 shot pistol sets are smartly designed with the girls in mind!

Leslie-Henry is an "old hand" at teamwork of another sort too. Teamwork which pays off just as highly. America's leading manufacturer of cowboy merchandise understands the importance of finely knit cooperation with its dealers. Quality, value-packed merchandise on our part, and sound merchandising on theirs . . . for a team that's hard to beat for sales *and profits!*

Attention West Coast Buyers: A complete stock is maintained in our California plant to speed and economize delivery

WATCH FOR . . .
Exclusive, New Cowboy Star Items and Other New Roy Rogers and Dale Evans Merchandise. See them!
Permanent Showroom:
Room 404 - 1107 Broadway
New York, N. Y.
Toy Fair Exhibit:
Rooms 808-810
Hotel McAlpin, New York, N. Y.

Leslie-Henry Co.

Mount Vernon, N. Y.

Showroom: *1107 Broadway, New York 10, N. Y.*

M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif
M. A. Henry Limited, Scarborough Junction, Ontario, Canada

426

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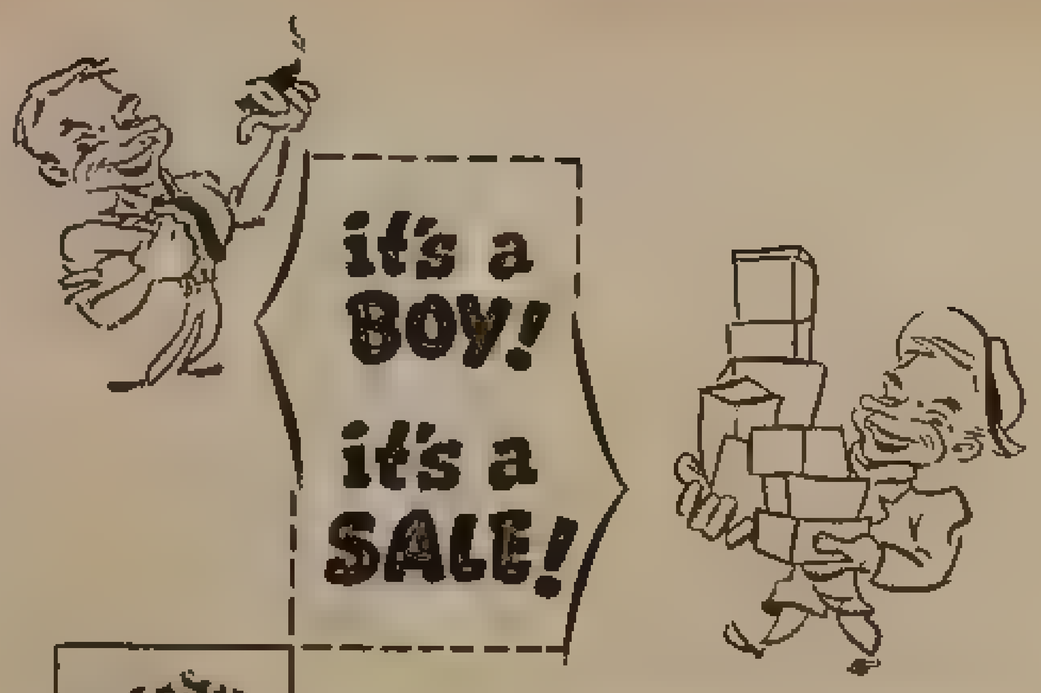


JACK DEMPSEY'S BIG BOY BOXING SET

49's hottest selling sports item promises double the profits in '50. "Official" Jack Dempsey all leather boxing gloves, satiny two-tone trunks, membership card, gift package. Two sizes.

INTRODUCES . . .

CAPTAIN OF THE TEAM
football set

Sensational gift package of helmet, shoulder pad, and valve-bladder football. Packaged for rapid sales. Priced for full profits. Scaled for the brand new future grid star.

AND

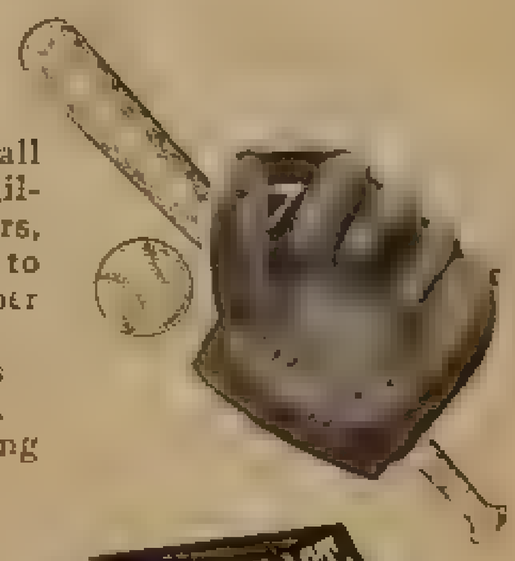
The famous EVERLAST line of Exclusive Jack Dempsey and Joe Louis boxing gloves. The EVERLAST Sock-O-Bag. Top quality at new low price EVERLAST footballs, basketballs, volley and soccerballs. Football helmets and shoulder pads, punching bags, and all the other great products that make sales a cinch

BIG LEAGUE SET

All leather and leather lined baseball glove with meticulously complete detailing, double-web thumb, laced fingers, scaled to size in two sets: for kids up to 4, cellophane gift pack, includes rubber baseball.

For kids up to 6, gift box, includes rubber baseball and hardwood bat.

Amazingly low priced for outstanding profits.



Represented by

MONROE OSTEN

Room 405, 200 5th Ave., N. Y. C.

EVERLAST

AMERICA'S MOST ACTIVELY PROMOTED SPORTS LINE

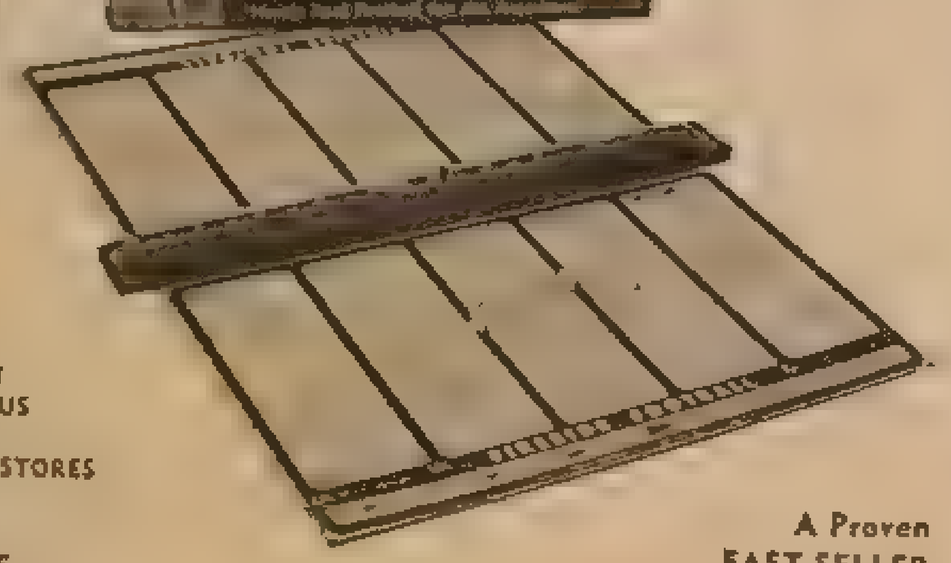
459

AMERICA'S NEW FOOTBALL GAME *Sensation!*

REAL FOOTBALL ON A TABLE FOR FANS 8 TO 80 !

2 to 8 CAN PLAY

APPROVED BY
TOM HARMON
ALL AMERICAN HALF-BACK
AND ACE TV AND RADIO
SPORTS ANNOUNCER



AVAILABLE IN TWO MODELS:

DELUXE	Suggested Retail $3.00
STANDARD	Suggested Retail $1.50

Free DEALER NEWSPAPER ADVERTISING MATS

FEATURED IN THESE FAMOUS SOUTHERN CALIFORNIA STORES

MAY CO.
DESMONDS
SCHWABACHER-FREY CO
And Many Others!

A Proven FAST SELLER in SPORTING GOODS and TOY DEPARTMENTS

Here's the game that promises to sweep the country this year! Introduced in Southern California just before Christmas, *Fireside Football* was an instant hit

Simple to play. No complicated rules to this game that is played like *real* football. Beautifully lithographed and leatherette bound [illegible] playing field. No spinners or delicate gadgets. Includes 3 [illegible] Pegs and instruction pamphlet. Packed in attractive, sturdy box

Order your supply today for year-round profits!

MANUFACTURED and DISTRIBUTED BY
WES-KO DISTRIBUTORS, INC.
2619 S. Santa Fe Ave. Los Angeles 11, Calif.

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J-100

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It's

GENE AUTRY'S

"CHAMPION"

PITCHING HORSESHOES and QUOITS

Write for Catalogue

J-75

See these leaders

at

ROOM 1106
HOTEL McALPIN

or at

ROOM 420
200 FIFTH AVENUE
(Al Hahn, Eastern Rep.)

MARTIN
RUBBER COMPANY, Inc.
LONG BRANCH, NEW JERSEY

There is only one *BEST* in . . .

DOLLS OUTFITS and ACCESSORIES

The *First* and *BEST* is

D. SEEGER COMPANY

First and *Best in*

- STYLE
- FABRIC
- VALUE
- SALES
- PROFITS

Realism, Play Value
Washable, Flameproof, Sturdy
Sell Quality? This Is Your Line
Sell Dolls? You'll Sell These Outfits
Cash in on Added Sales

For the FINEST Assortment!

The BEST Value!

The NEWEST Styles!

Showroom
106 E. 19th St., NEW YORK 3 N. Y.

Toy Fair Display
ROOM 973, HOTEL McALPIN

[redacted]

TOP HAND IN WESTERN SALES

GENE AUTRY

- ★ Cowboy Suits
- ★ Spurs
- ★ Pistol and Holster Sets

It's New!
It's Exclusive!

If you haven't seen it yet...*do so today!*

A must in every toy department!

Toy Fair Exhibit:

ROOMS 808-810

Hotel McAlpin

Attention West Coast Buyers A complete stock is maintained in our California plant to speed and economize delivery.

Leslie-Henry Co.

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Showroom: *1107 Broadway, New York 10, N. Y.*

M. A. Henry Western Co., 860 S. Los Angeles St., Los Angeles, Calif
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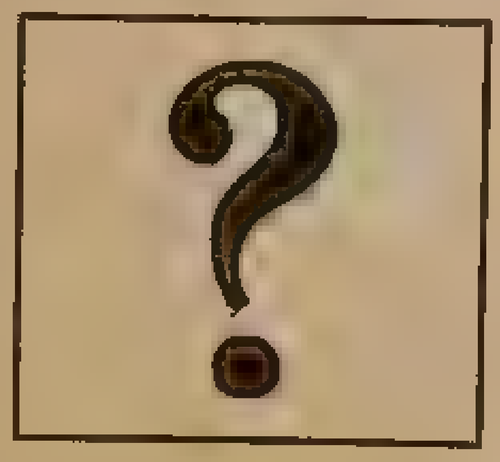
At *The Toy Fair*
ROOM 881

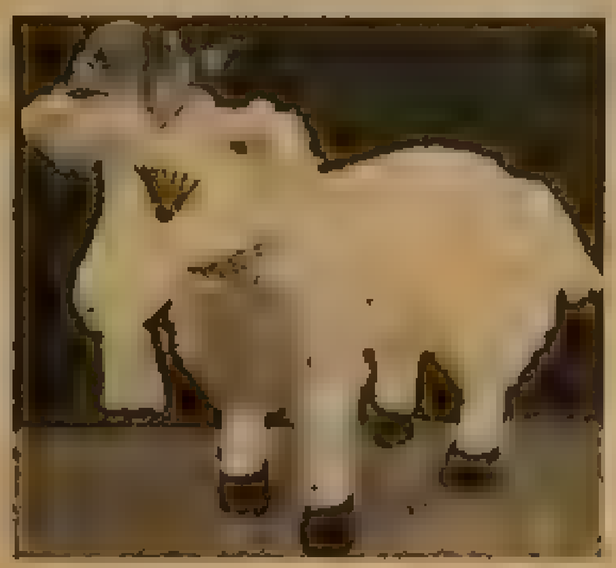


Al Felden, *in charge*
HOTEL McALPIN

For the BIG SURPRISE of the season
in
ANIMALS-ON-WHEELS
See
"GLORIA"
It's a MUST you mustn't miss

◇

New exclusive smash hit
"DAISY"
Replica of Goat appearing in "Mr. Roberts," great Broadway stage success



Complete new 1950 line of
modernly styled staple and exclusive
PLUSH CREATIONS
and
NOVELTIES
including a wide range of individual
WINDOW-BOXED TOYS
as well as
PACKAGED ITEMS IN
ACETATE CONTAINERS

GLORIA TOY COMPANY
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WAtkins 9-5278

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MEET ME
AT THE
TOY SHOW

. . . AND SEE THE
COMPLETE NEW
GOLDBERGER DOLL LINE

- BABY DOLLS WITH VINYL ARMS & LEGS
- LATEX DOLLS
  BABY DOLLS
  PLASTIC DOLLS
  BROTHER & SISTER DOLLS
- 28" ALL RUBBER DOLLS WITH PLASTIC HEADS

HOTEL McALPIN
ROOM 673-675

HOTEL NEW YORKER
ROOM 850

EEGEE DOLL

Goldberger Doll Mfg. Co., Inc.

MANUFACTURERS OF "EEGEE" PRODUCTS

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FACTORY: 307 RICHARDSON ST., BROOKLYN, N. Y.

to make a **LONG** *story* SHORT

retail at

10¢ *to* **$2.50**

The **PLATT** and **MUNK** CO., INC.

200 FIFTH AVENUE NEW YORK 10, N. Y.

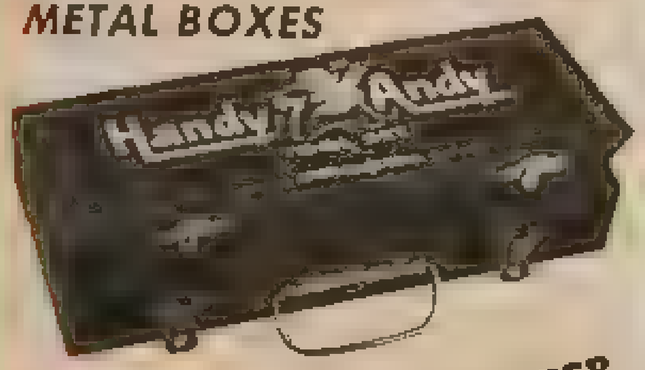
My diet is **QUALITY**... it's made me GROW!

3 PLANTS TO SERVE YOU...

SAVE FREIGHT...

INSURE PROMPT DELIVERY.

FOR THE FIRST TIME... ATTRACTIVE LITHOGRAPHED METAL BOXES



GREATER EYE APPEAL! GREATER SALES APPEAL! **GREATER PROFITS!**

HA TOOLS

CHICAGO

KALAMAZOO, MICH.

PHILADELPHIA

Our New Complete Line of Fine Quality Tool Sets and Work Benches are now available in a complete price range.

Skil-Craft CORPORATION

WRITE NOW FOR Samples, Catalogue and Price Sheets

HOPALONG CASSIDY

America's Most Famous Cowboy

Presents for the first time

WASHABLE SANFORIZED

COWBOY AND COWGIRL OUTFITS

COLORFUL

ATTRACTIVE

UNUSUAL

Join the "Hopalong Cassidy" Bandwagon and keep your Western Department in the black with young America's favorite Cowboy — "Hopalong Cassidy" — Star of Personal Appearances, Television, Movies, Radio, and Comics.

It's the year's most sensational promotional line — retailing at popular prices from $3.49 and up.

Remember, you pay no premium when you buy "Hoppy" Outfits — they represent value beyond comparison, plus this feature character.

Write for descriptive price list to:

Complete lines on display at:

Hotel New Yorker
Room 948
Abe Iskin
Don DaCosta

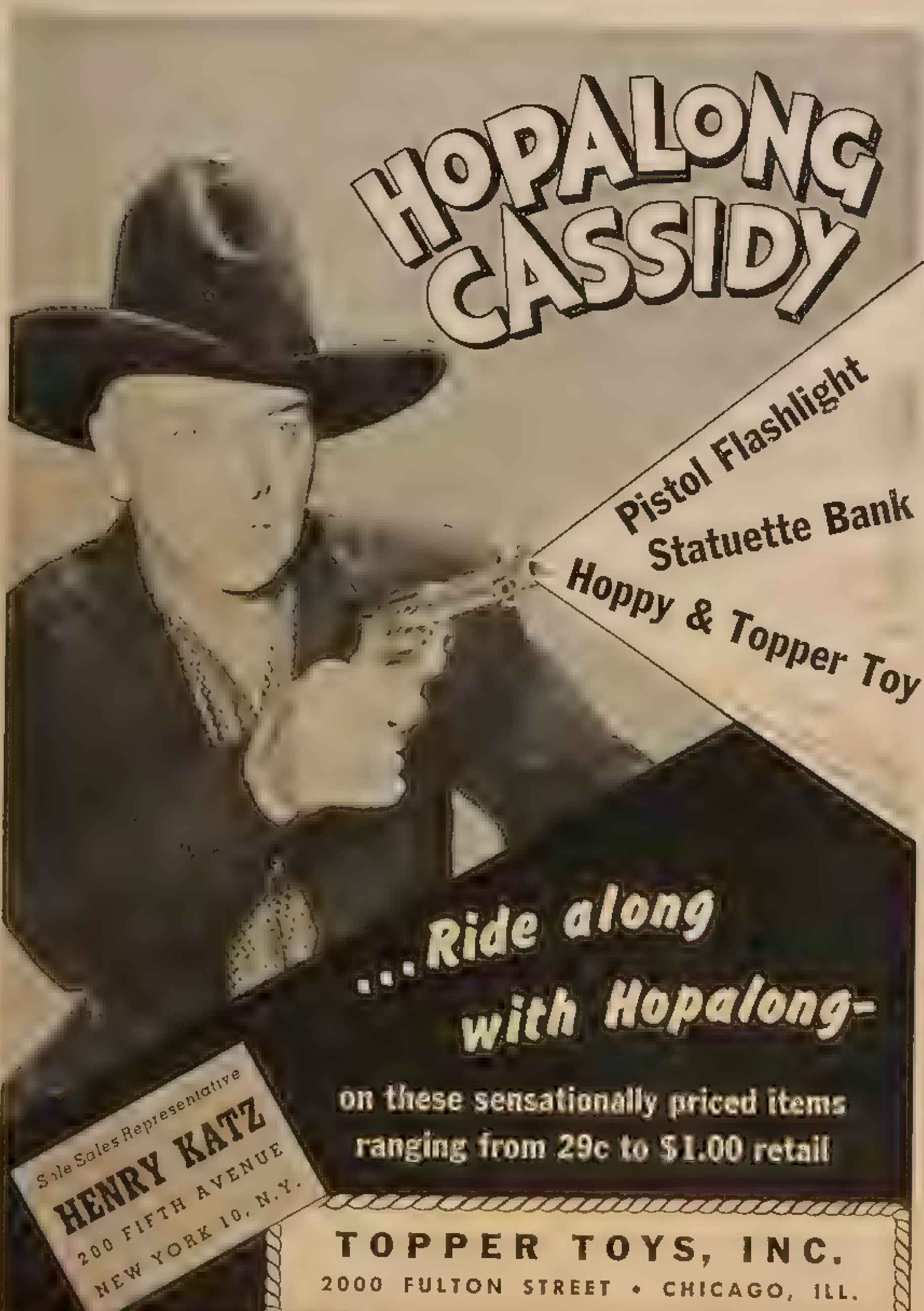
200 Fifth Avenue
Room 424
Al Weinberg
Bernie Weil

HERMAN ISKIN & CO., Inc.

SOUDERTON PENNA.

EXCLUSIVE MANUFACTURERS

PLAYSUITS SINCE 1910


HOPALONG CASSIDY
Pistol Flashlight
Statuette Bank
Hoppy & Topper Toy
...Ride along with Hopalong-
on these sensationally priced items ranging from 29c to $1.00 retail
Sole Sales Representative
HENRY KATZ
200 FIFTH AVENUE
NEW YORK 10, N.Y.
TOPPER TOYS, INC.
2000 FULTON STREET • CHICAGO, ILL.
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INTRODUCING

HOPALONG CASSIDY'S* **NEW GAME** FOR BOYS AND GIRLS

HOPALONG CANASTA

ALL DESIGNS AND RULES © 1950 BY PACIFIC PLAYING CARD CO.

First retail sales reports from . . . CHICAGO . . . CLEVELAND . . . SEATTLE, LOS ANGELES . . . PHILADELPHIA and PORTLAND, all indicate a . . .

SMASH HIT!

Buyers enthusiastically state: *"We expect Hopalong Canasta to be one of the HOTTEST items in our department in many years!"*

Ensemble HC 303, 1.95 Fair Trade

Send for catalog TODAY! Place orders immediately to avoid delay.

WATCH FOR RADIO, TELEVISION, NEWSPAPER, AND MAGAZINE PUBLICITY!

PACIFIC PLAYING CARD COMPANY

948 S. FLOWER STREET — LOS ANGELES 15, CALIF.

c) William Boyd 1950

Here They Are!

TOPS IN TELEVISION

TOPS IN SALES APPEAL

HOWDY DOODY

and CLARABELL

© Bob Smith

SUGGESTED RETAIL PRICE
59c each

RUBBER MASKS

PRICED *Right* TO SELL *Right* OFF YOUR COUNTER!!

Now millions of kids who watch and idolize *Howdy Doody* are your potential customers for these life-like masks made of the *finest quality latex*. Small fry and their parents, too, will buy *Howdy Doody* and *Clarabell* masks. Capitalize on the popularity of one of the brightest stars of television . . . feature, display and sell *Howdy Doody* and *Clarabell* masks for greater sales and profits.

WRITE TODAY FOR COMPLETE INFORMATION AND PRICES

See the masks on display at

AL SMIDTH • ROOM 317 • 200 FIFTH AVENUE, NEW YORK 10, N.Y.

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DISTRIBUTOR FOR **LATEXTURE PRODUCTS, INC.**

17-19 ROSE STREET NEW YORK 7, N.Y.

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40-MILLION MOVIE-GOERS

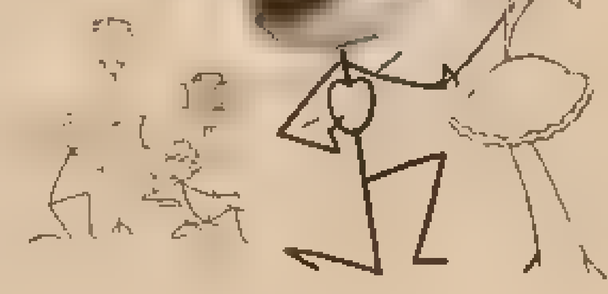
Will See

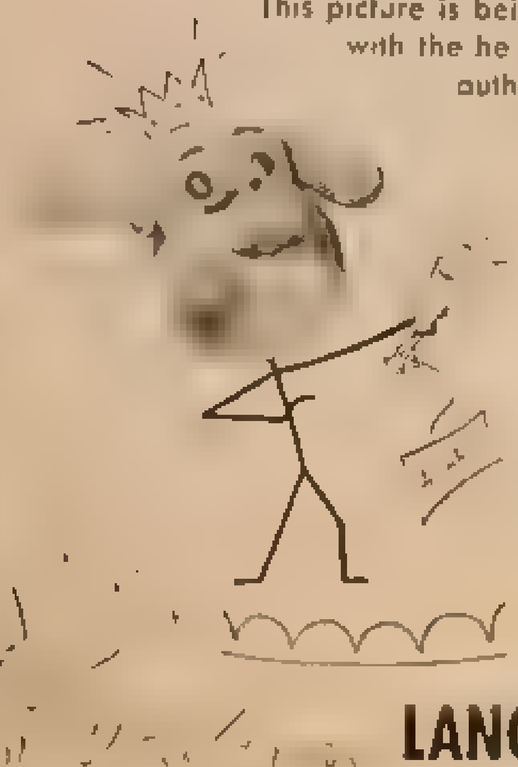
JUGGLE-HEAD

— Now a Movie Star!

Scene from RKO Pathe Film "You Can Make A Million"

America's most talked-about magnetic toy —JUGGLE-HEAD will now be the most seen! Forty million movie-goers will view JUGGLE-HEAD as a featured attraction in the RKO Pathe film — "You Can Make a Million" This picture is being produced with the help of America's leading toy authority, Toy Guidance Council. Only JUGGLE-HEAD gets name billing in this movie Think of it — 40,000,000 people, pre-sold on JUGGLE-HEAD! Stock this new movie star as a sales star in your store. SEE THE NEW JUGGLE-HEAD AT THE TOY FAIR. HOTEL McALPIN ROOM 522.





Here's More Magnetic Magic!
MAGNA-DART
The New Magnetic Dart Game.
6 Games-in-One!
A 69c Retailer

LANGWOOD PRODUCTS, Inc. • 214 TAAFFE PL., BROOKLYN, NEW YORK

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Kazooka
the fastest shootin'
and Selling
Automatic ever b
Shoots six t
rapid fir
reloading!
2 1/8"
Complete with 6 standard table tennis tracer balls
Representatives
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NEW YORK 11, NEW YORK
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THE TOY MARKET
1424 MERCHANDISE MART
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DENVER, COLORADO
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KUSAN
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2716 FRANKLIN ROAD
NASHVILLE, TENNESSEE

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KREST
TOYS

TOY KITCHEN UTENSILS

Durable Steel . . .
Beautifully Nickel Plated

Attractive,
Boxed Sets
50c
$1.00 . . . $1.50
$2.00 . . . . $3.00

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Just Like the Kitchen Utensils That Mother Uses Every Day!

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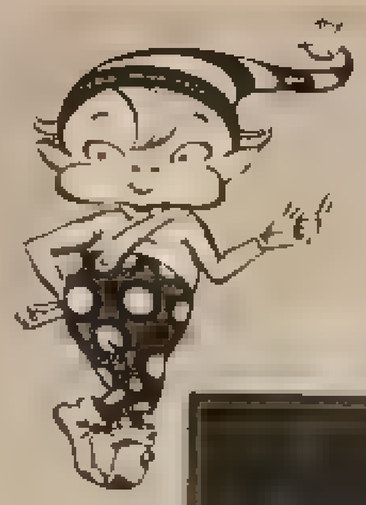

"Korkee" Says:

It's Exciting! It's Different! It's Sensational!

—and better yet . . . IT SELLS!

"Monkey Jim"

The New Exerciser "For Babies of Action"

Here are all the thrills of a circus sideshow in one combination toy and exerciser. Three frisky monkeys with pivoted arms, legs and bodies, provide real life-like movement! "Monkey Jim" ties to any crib, carriage or play pen and then is ready for "action." When baby pulls the dumbells and hand ring, the two monkeys on the trapeze somersault while the one in the cage does gleeful handstands. Made of all plastic in attractive nursery color combinations. Size: 12¾" x 8¾". Individually packed in 4 color gift box

Write for New, Comprehensive 1950 Catalog of "Korkee" Crib and Carriage Toys

"523 Korkee Accordion Rattle

Plastic Playthings Inc.

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AT THE TOY FAIR-ROOM 410-McALPIN HOTEL

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Wild beasts by the millions!

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THE LILLY DOLL LINE FOR 1950

PLASTIC MINIATURE DOLLS *with* MARGON MOVING EYES

Packed in our acetate window boxes which have been declared the most attractive on the market. 24 exquisitely costumed, fast-moving numbers.

PLASTIC RATTLE DOLL IN CIRCULAR ACETATE CONTAINER

Children Delight In Carrying It As a Handbag

- Each container individually boxed.
- Colorful cord attached to container.
- Rattle doll attired in removable sun-dress and oversized bonnet.
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WRITE FOR CATALOGUE

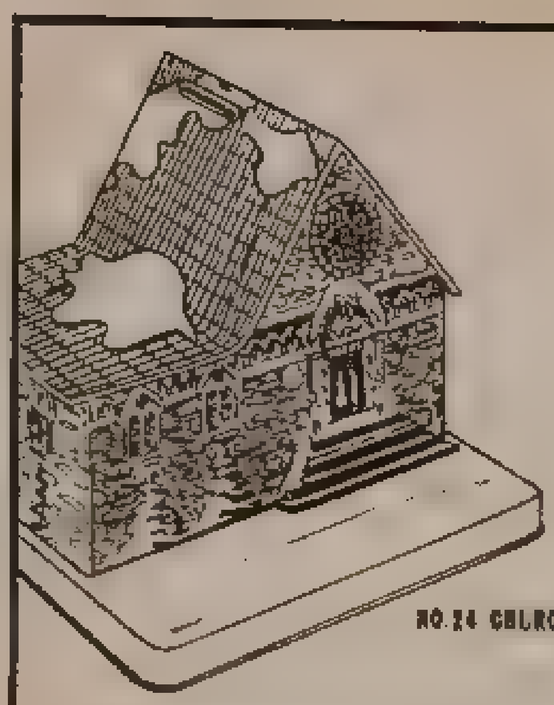
Lilly Doll & Novelty Corp.

WALTER W. MILIUS

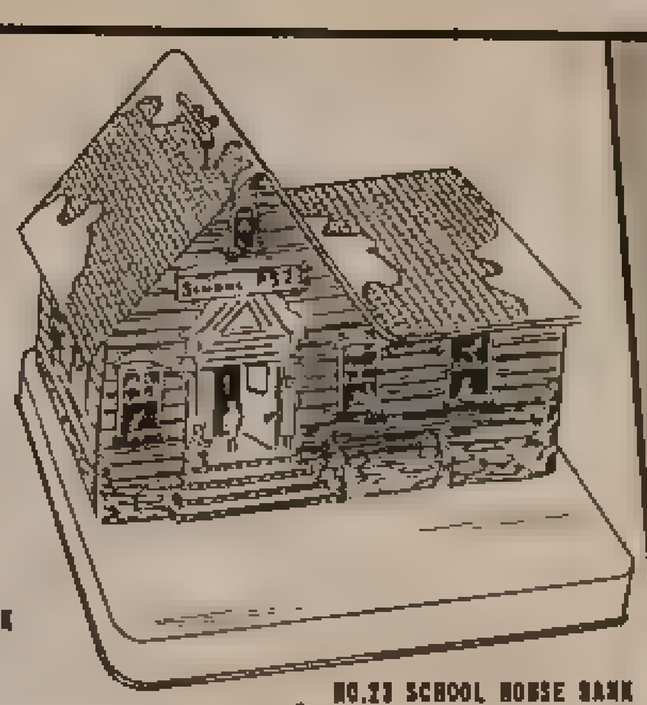
133 WEST 25th STREET **NEW YORK 10, N. Y.**

PHONE: CHelsea 2-2898

439



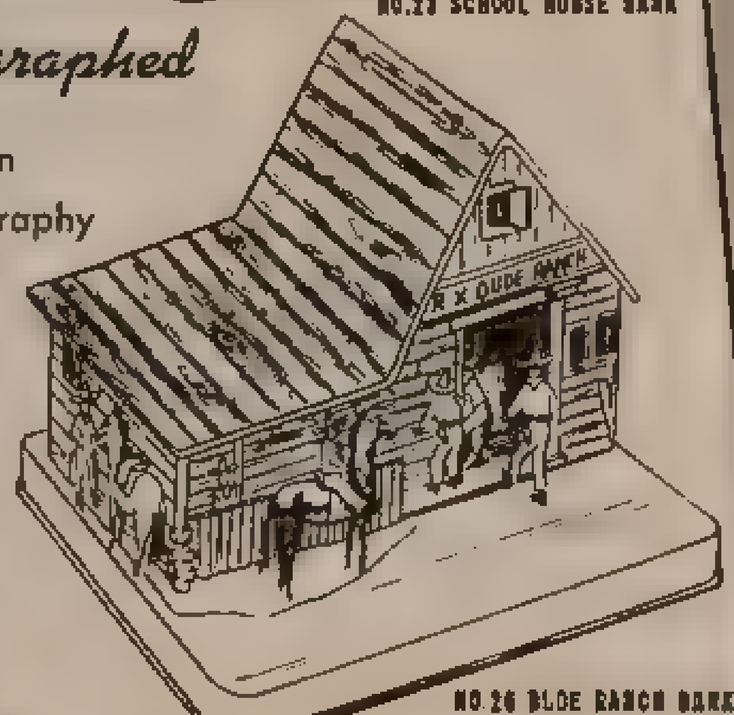
NO.24 CHURCH BANK



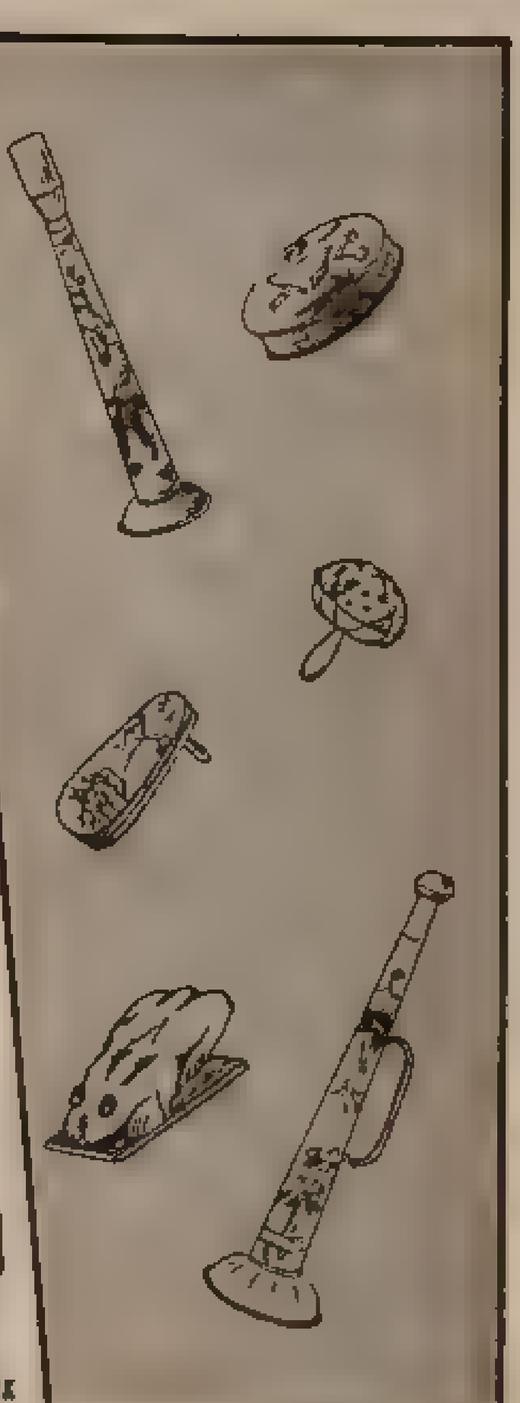
NO.23 SCHOOL HOUSE BANK

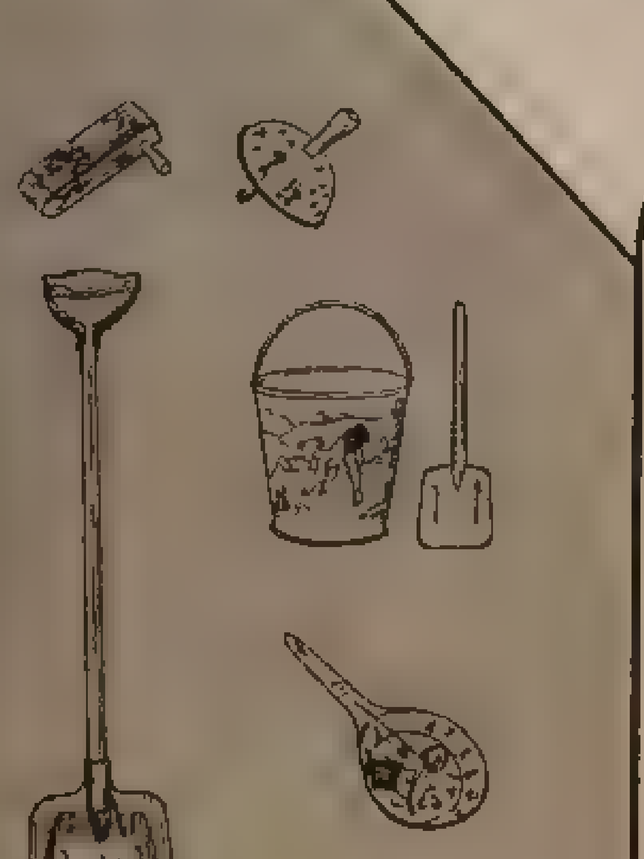
Beautifully Lithographed

All metal construction
bright four color lithography
Dimensions:
4½" high on Base
5¼" wide,
4¼" deep



NO.26 BLOCK RANCH BANK





YEAR ROUND PROFITS

with

CONSUMER-ACCEPTED U.S. METAL TOYS

Styled and priced for quick sales, the large variety of U. S. Metal Lithographed Toys are year-round profit makers for you. The ever growing list of new customers attests to the quality, saleability and profits of our products. You may be assured of having the best when you order U. S. Metal—whether it be Horns, Noisemakers, Crickets, Tambourines Pails and Shovels or NEW ITEMS SUCH AS THE ABOVE TOYS WHICH CAN BE USED FOR BANKS OR CHRISTMAS TREE ACCESSORIES

YOU OWE IT TO YOUR PROFITS TO SEE OUR LINE

Send for Price List #2

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U.S. Metal Toy Mfg. Co.

MANUFACTURERS OF LITHOGRAPHED TOYS, NOISEMAKERS ETC.
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AMERICAN TOYS

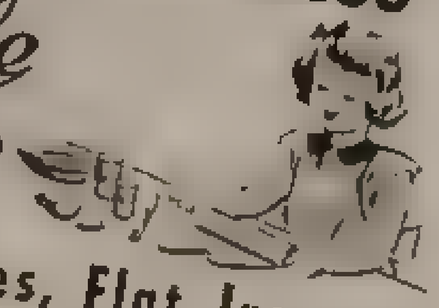
507

Youngsters Can Play *Realistically*

With EMPIRE *Action* TOYS

That's Why They SELL SO FAST!

Girls Love These "*Little Lady*"



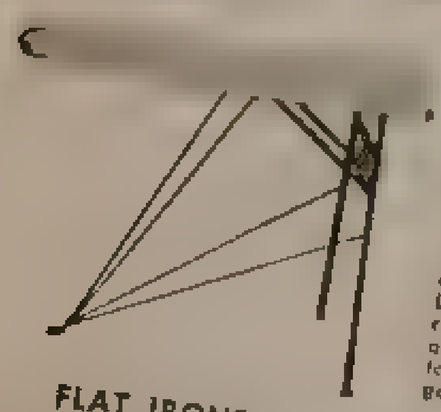
Toy Ranges, Flat Irons, Ironing Boards that Really Work...Just Like Mother's

[illegible] mothers and others [illegible] the "Little Lady" line of unbelievably real [illegible] Toy Electric Ranges [illegible] little housekeepers can actually cook and bake with them. Sparkling enamel finish over durable steel construction, electrically welded. Available in complete range of 3 sizes, 2 burner and 4 burner. Complete with utensils and 12 page cook book. Suggested retail from $4.95 to $9.95.

Also Play Stoves for tiny tots, suggested retail $1.50 to $2.95.

IRONING BOARD

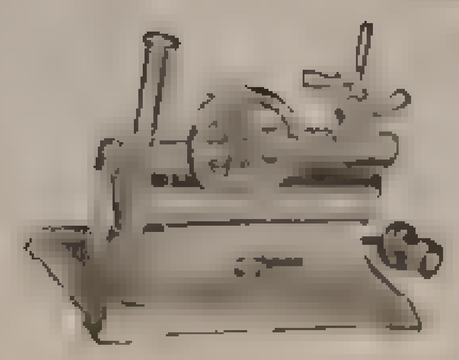
28" x 8" standard size, high, with [illegible] enameled steel construction, ventilated like most modern big [illegible] ironing boards. Attractive white enamel finish with [illegible] enameled bracket and legs. Folds for [illegible] Durable cork bracket to [illegible] quickly locks in [illegible] to any [illegible] Boxed retail $2.65



FLAT IRONS

Toy Press Iron to [illegible] tots and two Electric Irons that really iron. Steam and dry [illegible] with heavy nickel [illegible] numbers to give proper heating [illegible] for [illegible] avoid. Packed [illegible] Set [illegible] other [illegible] numbers [illegible] from 39¢ to $2.[illegible]

Boys Go for EMPIRE Steam Engines



Yes [illegible] they have both SPEED and REAL POWER. Propelled by [illegible] Iron [illegible] that [illegible] just as [illegible] to [illegible] man [illegible] they did to the [illegible]. A [illegible] generates [illegible] operating on steam. Complete with [illegible] safety valve, water gauge, grooved pulley. Burner [illegible] and [illegible] rugs make attractive [illegible] has chromium [illegible] Complete with [illegible] Set. Three models [illegible] Boxed [illegible] $7.95 [illegible] $12.95

WATER PUMP

A [illegible] pump water [illegible] Accessory. An [illegible] necessary to [illegible] steam engine and [illegible] Equipped with [illegible] and [illegible] pumping [illegible] pumped from and returns to [illegible] tank. Heavy [illegible] that [illegible] Attractive [illegible] with [illegible] Base and pump enamel [illegible] Boxed [illegible] Suggested retail $2.[illegible]

Write Today for Catalog and Prices

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NEW YORK — TWO RIVERS, WISCONSIN — CHICAGO

200 5th Avenue

Room 1411A Merchandise Mart

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First IN BEAUTY
First IN PRICE
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FOR
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The
Lovely Mary Jean Doll
America's Famous Character Doll

2.98
1.98
1.49
98¢
69¢
59¢

MIDWESTERN MFG. CO.
ST. LOUIS, MISSOURI

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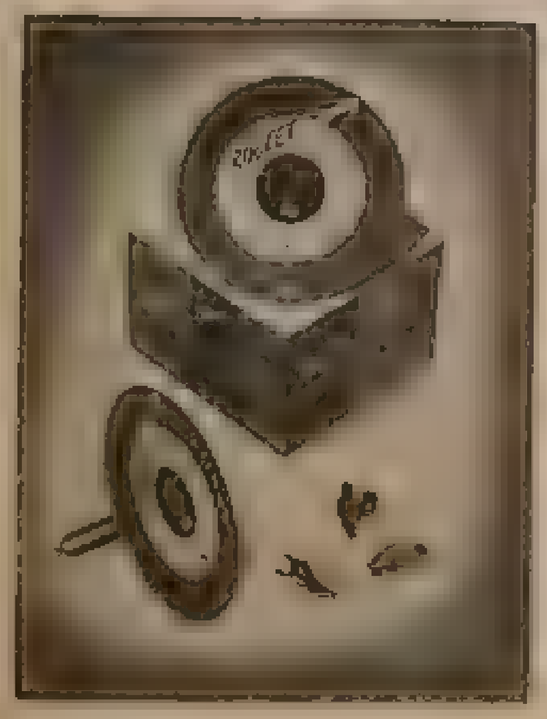
77

MAGIC MAGNETIZED GAMES



No 1007

A NEW PLAY THRILL

THE ROCKET LAUNCHER

THERE'S NOTHING LIKE IT ON THE MARKET!

With two players, magnetized rockets are aimed at opposite player and caught on their hand target. With one player, rocket is shot in air and caught on own target

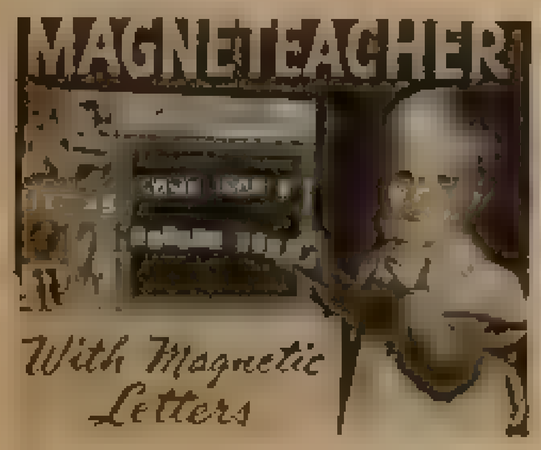
In the handle of the metal hand target is a device for launching the magnetized feather tipped rocket darts

Game consists of 2 combination hand targets and launchers and 3 magnetized rocket darts. Packed 2 doz. to carton. Weight 15 lbs. Individually boxed in attractive display cartons

To retail at **$1.00**

Slightly higher west of Rockies

BE THE FIRST TO SHOW THIS NEW TOY



MAGNETIC LETTERS

STICK TO BLACKBOARD
No Chalk—No Mess

No 1025

This set with printed [illegible] experiences in having letters stick to board produces [illegible] other toys. Packed in [illegible] box, 12 to carton. Weight 30 lbs.

To retail at **$2.98**

Additional letters 5 cts. retail
Slightly higher west of Rockies

Safe MAGNETIZED DART GAME

TWO GAMES IN ONE

No 1012

Game consists of indestructible all metal 2-sided target for playing Bulls Eye and Play Ball. Size 12 x [illegible] 3 magnetized darts and all metal stand. Packed 2 sets to carton. Weight 26 lbs.

To retail at **$1.00**

Slightly higher west of Rockies

MAGNETIC BALL GAME

No. 1014

YOU ACTUALLY HIT THE BALL—

ITS CAUGHT IN A MAGNETIZED SPOT

[illegible] Size [illegible] Weight [illegible]

To retail at **$1.98**

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De Luxe SAFE MAGNETIZED DART GAME

No. 1020

TWO GAMES IN ONE

To retail at **$2.50**

Slightly higher west of Rockies

ALL GAMES ARE F.O.B. CHICAGO FACTORY

Manufactured only by TOY ENTERPRISES OF AMERICA, INC., Berwyn, Ill.
Sole Distributors MELMAR CORP., 211 W. Wacker Drive, Chicago 6, Ill.

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CINDERELLA

plus;
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- Fairy God-Mother
- Prince
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The Other Lovable Disney Characters. The Realistic Spotlite Animal Group. Santa Claus Suits.

and a full assortment of

HALLOWEEN FAVORITES

with:
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Sam Drelich • Herbert Drelich • Nat Cooper

Fashion Leaders in Doll Society invite you to . . .

ONE-HALF
Century of Progress

WITH

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SEE THE DOLLS THAT ARE MAKING HISTORY . . . THEY'RE 8-INCHES TALL . . . ALL-PLASTIC . . . FULLY-JOINTED! *AND THEY WEAR MOHAIR WIGS, TOO!*

Complete line on display at our showrooms:

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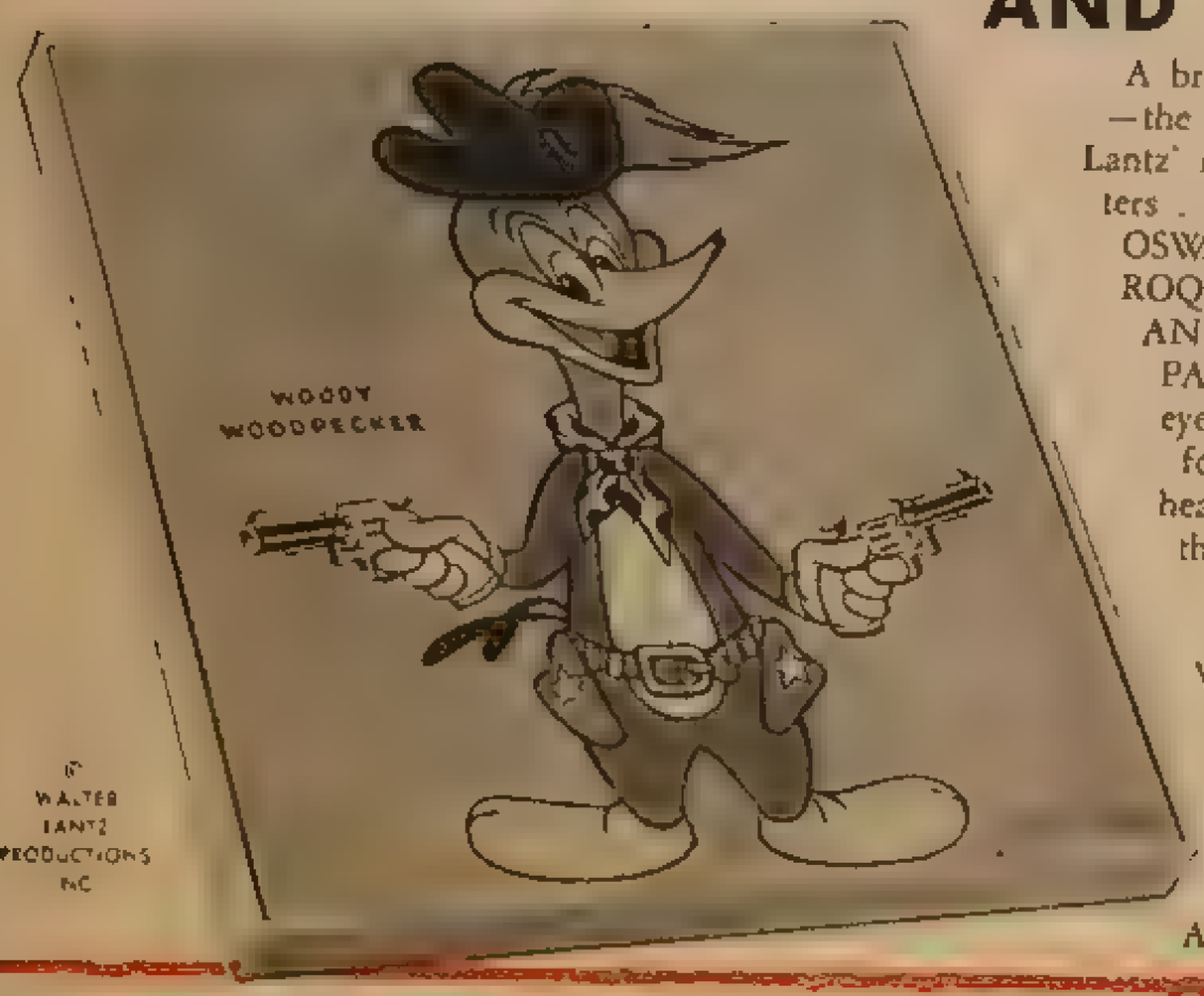
INTRODUCING

Woody Woodpecker

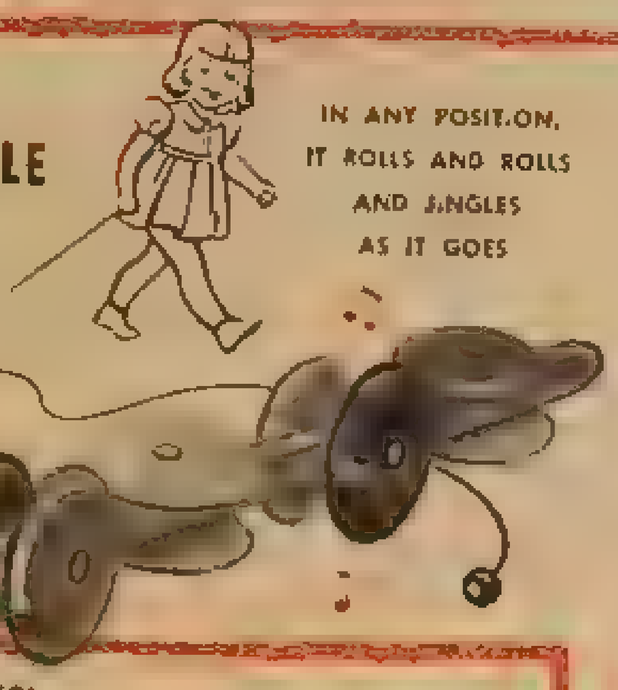


AND HIS PALS

A brand new *sensational-selling* idea —the "Juggle Puzzle"! Six of Walter Lantz' most appealing Cartoon Characters . . . WOODY WOODPECKER, OSWALD THE RABBIT, LITTLE ROQUEFORT, WALLY WALRUS, ANDY PANDA, and MIRANDA PANDA . . . lithographed in four eye-catching colors and *laminated* for keeps (not mounted) on heavy cardboard. Six puzzles to the box . . . six pieces to each puzzle. BUT, the pieces are interchangeable! Kids put WOODY'S head on OSWALD'S body . . . MIRANDA'S feet on WALLY'S body, etc. Over 16,656 combinations possible! That's where the *Juggle* gets into the puzzle! 7⅞" x 8¼". A natural *volume* item at $1.00

Gayplay

THE UN-UPSETTABLE PULL TOY



Let 'em rock it, sock it, flip it, blip it Gayplay is always right side-up! Bright red yellow, blue non-toxic colors, sturdy construction! From teething to trotting, an exciting push-pull toy! Size per unit, 2" x 2" x 10" Attractive individual boxes. Packed 2 doz. to master shipping carton. Retail price $.80

Write your factory representative:

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SOUTH WEST . . . Factory Direct

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NORSTAR'S
UNSURPASSED

POOL TABLES

Action Games!

ZAMBOOLA

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Roundup

BLOW BALL

NORSTAR Corporation

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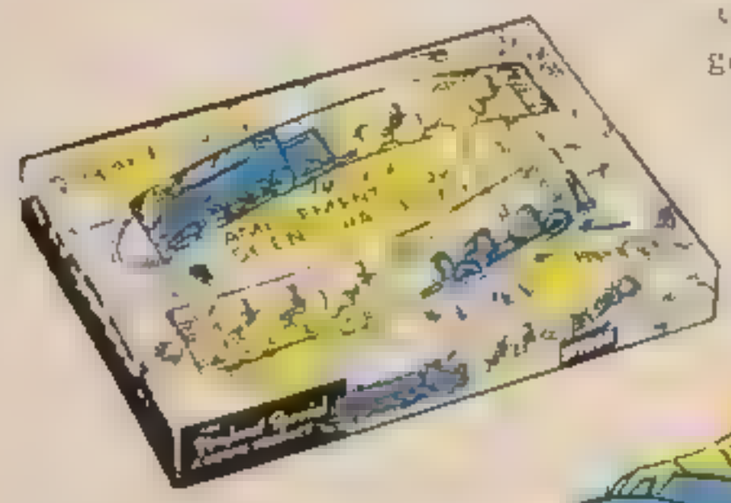
St[illegible] R[illegible] C[illegible] [illegible] [illegible] [illegible] [illegible] A[illegible] Y
We[illegible] C[illegible] T Re[illegible] [illegible] [illegible] [illegible] [

Playland Special

AMUSEMENT PARK SCENIC RAILROAD

The "trip thru the park" Pays Off

The thrill of every amusement park, the children's ... scenic railroad now created in miniature by Nosco ... complete with passengers and engineer. The Playland Special, Nosco's latest ... model in gayest colors and powered by clock type, ... operates on any flat surface or Nosco Banket Track. Playland Special ... with appeal, and packed with profit. Don't miss ... Other Playland Special, Catalog No. 6420 now! Four ... engine molded in red, yellow, orange and green ... a different color with the fireman and engineer ... contrasting color. Playland Special ... 21" long. Standard package of two dozen weighs 12 lbs. Nosco's terms ... 10 days, net 30 days.



CAT. NO. 6420

As Advertised in LIFE

NOSCO PLASTICS *Erie, Pa., U.S.A.*

NEW YORK OFFICE—200 FIFTH AVENUE, NEW YORK CITY

NOW...

A COMPLETE LINE
OF
JOHNNY and MARY CLEANING SETS

SUGGESTED RETAIL PRICES
RANGE FROM 59c to $2.98

No. 300. Deluxe Set

SEE US AT THE TOY SHOW
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E & L MANUFACTURING COMPANY
113 EAST 138th STREET, BRONX 51, N. Y.

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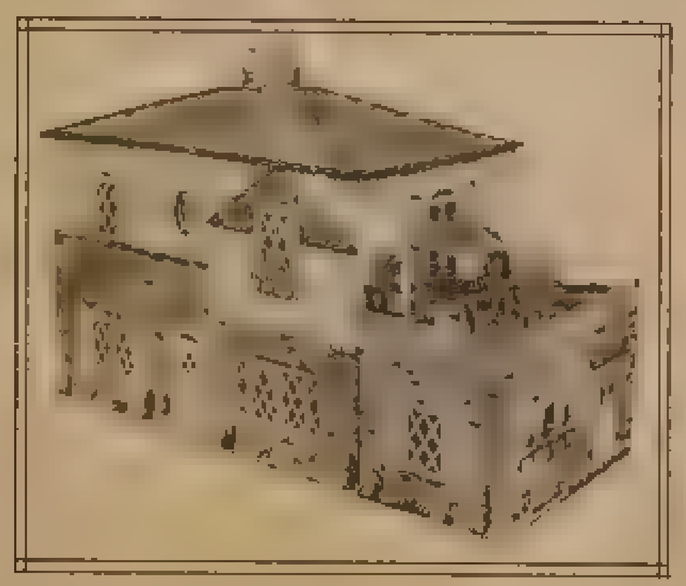
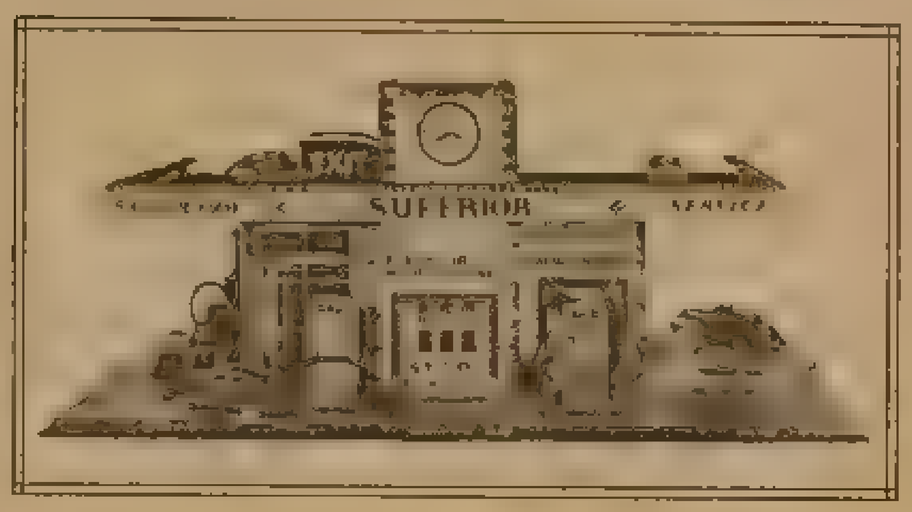
"THE SUPERIOR LINE"

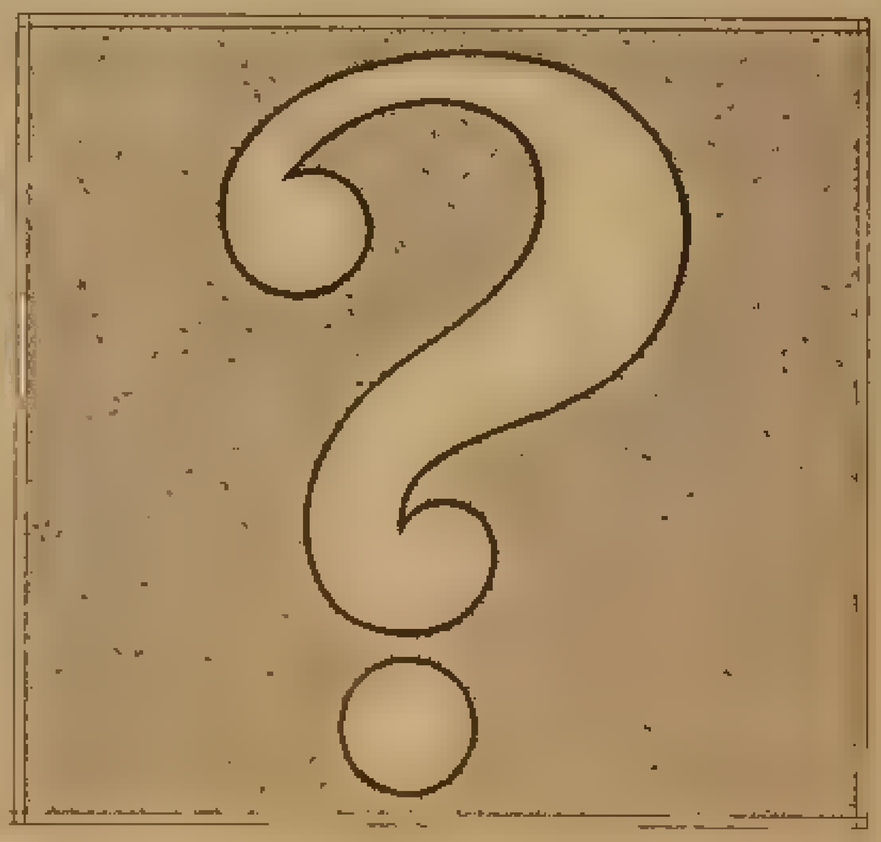
1948 **A SMASH HIT!**



1949 **ANOTHER SMASH HIT!**



1950 **THE BIGGEST SMASH HIT!**



T. COHN, Inc.

Manufacturers of Lithographed Metal Toys

200 Fifth Avenue Room 806 New York 10, N. Y.

Hotel New Yorker during TOY FAIR
Rooms 847-8-9

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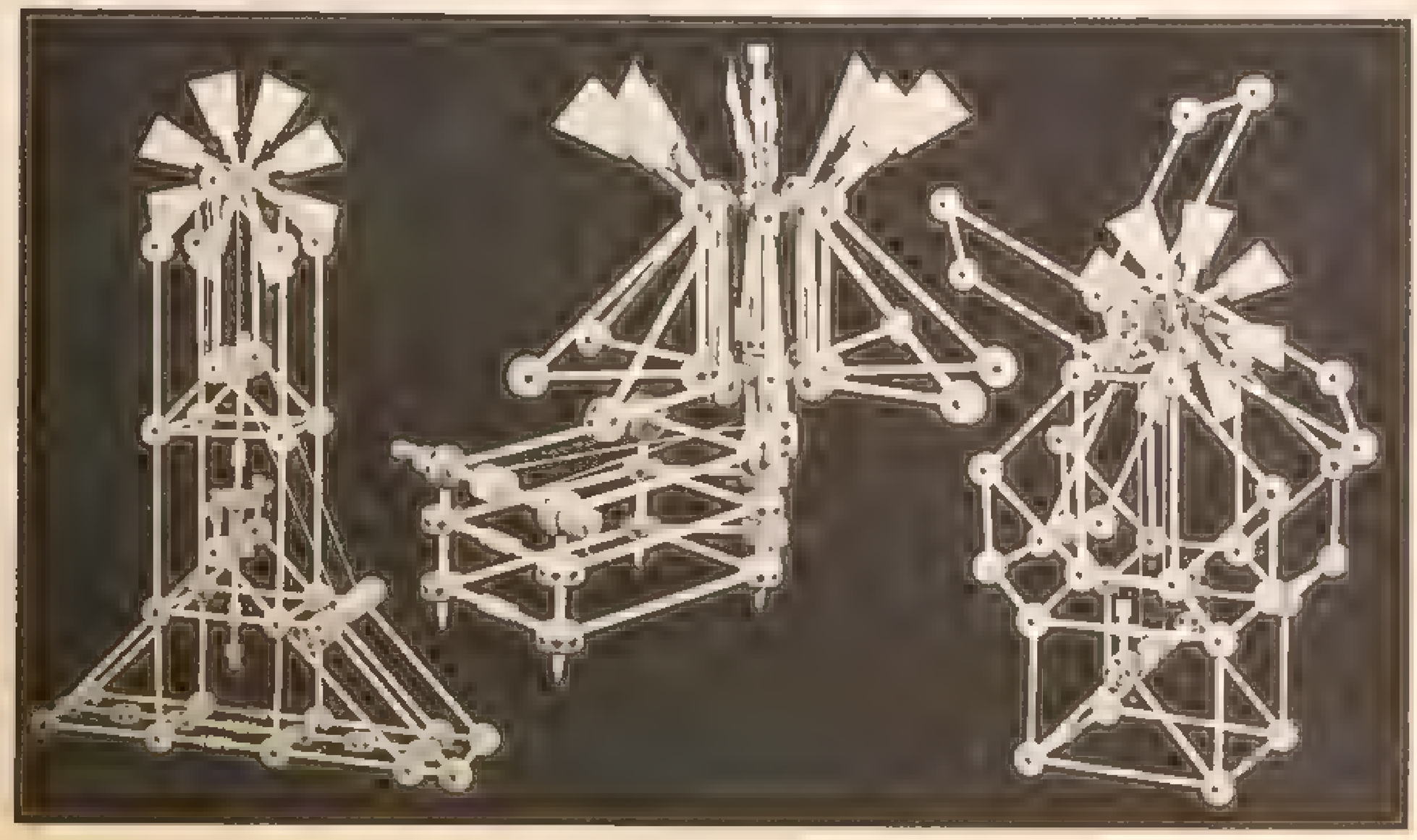

THE NEW DELUXE TINKERTOY

WITH ANY OF THE FIVE TINKERTOYS A NEW AND DIFFERENT MOTION MODEL CAN BE MADE EVERY DAY FOR YEARS TO COME, LIMITED ONLY BY THE IMAGINATION.

JUNIOR
WONDER
SPECIAL
SENIOR
DE LUXE

EVERY SET HAS BEEN REVISED FOR 1930: ALL NEW MODELS AND DIRECTION SHEETS: PARTS IMPROVED AND RE-ARRANGED TO GIVE EQUAL OR BETTER VALUE ON AN EVEN PRICE BASIS ALL ALONG THE LINE.

THE PAST YEAR'S SALES OF TINKERTOY WERE THE HIGHEST IN ITS 35 YEARS OF RECORD BREAKING HISTORY

THE TOY TINKERS INC. EVANSTON, ILL., U. S. A.

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New! **POCKET SIZE**

Smartly designed in harmonious, eye easy tones. Buff and Brown playboard 7¾" x 6¼" Checkers in Yellow and Orange Plastic

$2.00 Retail

Illustrated Literature Available of Our Entire Line

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REMOTROL CO.

REMOTROL

MAGNETIC

CHECKER BOARD

IT LASTS! An ingenious device which holds the checkers securely to board.

Folds into compact pocket size: 3½" x 6¼".

Permits play under most adverse conditions.

Provides for interruption and resumption of play at any time.

FOR TRAVELERS—by train, plane, bus or boat
FOR CONVALESCENTS—sick-a-bed or about
FOR BOYS & GIRLS—from 6 to 16 years.

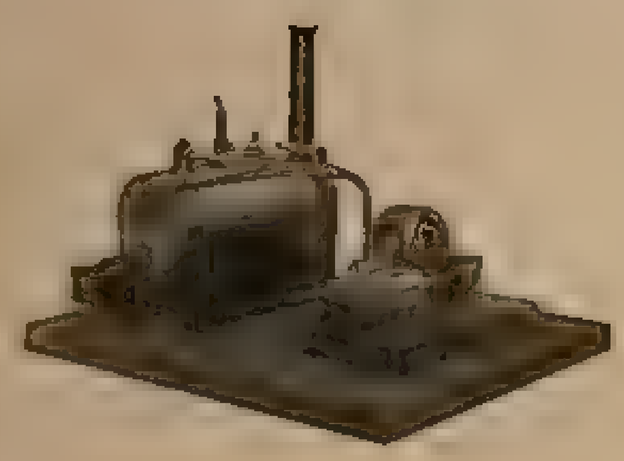
Originated by the manufacturers of MAGNETIC ACTION FARMYARD, ICE HOCKEY, SHIPS IN MOTION and the

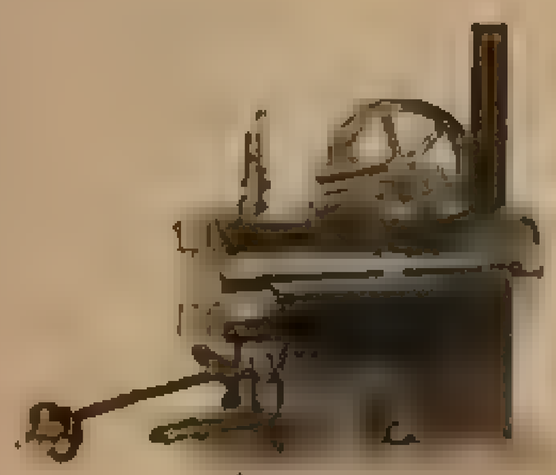
New **MAGNETIC BASEBALL GAME**

Visit Our Complete Display at the

TOY FAIR — Room 952
HOTEL McALPIN

31 WEST 37th STREET
NEW YORK 18, N. Y.





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STEAM ENGINES
and MECHANICAL TOYS

Bigger and better values than ever this year. New engines, new features, and an entirely new line of accessories will characterize our exhibit at the show. Don't miss it!

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WRITE FOR LITERATURE AND PRICES

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700 ARLINGTON AVE. JEANNETTE, PA.

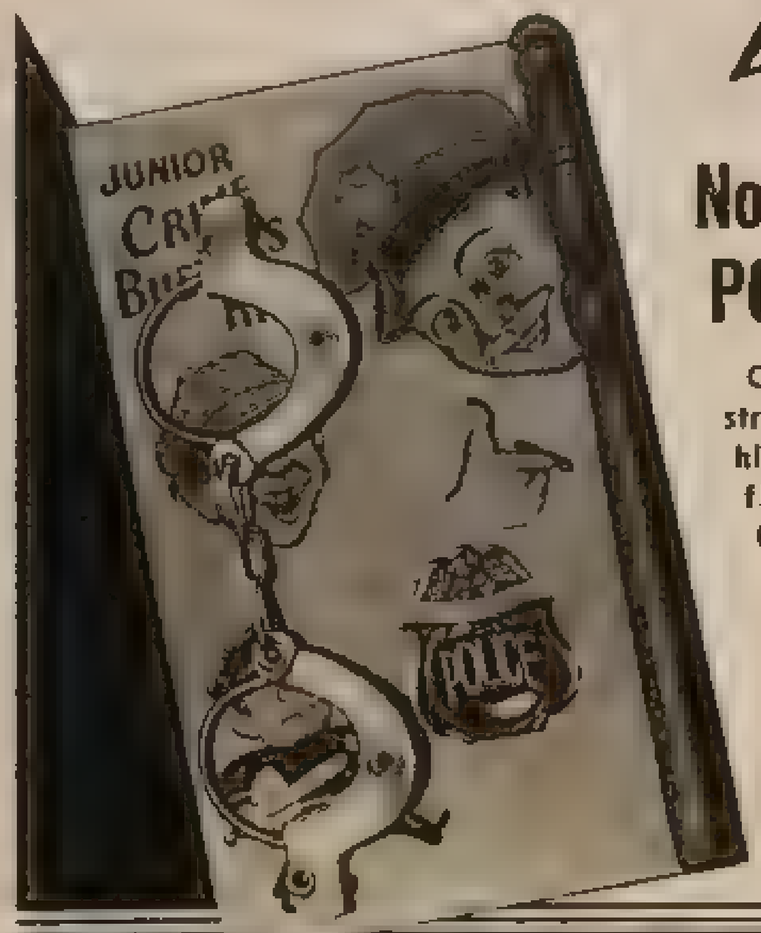
10¢ METAL HANDCUFFS

- *A quality product.*
- *A profit maker*

Sturdily constructed of metal, highly polished, individually carded on attractive card. Packed 1 gross to a carton. Weight 20 lbs.

FOR BIG SALE VOLUME YEAR 'ROUND...

BUY and you will SELL these Amazing Values



No. 14 POLICE SET

Consisting of sturdily constructed Metal Handcuffs highly polished, — Nickel finished Police Badge — Colored Police Club. Mounted on a two-color attractive card, Size 6½ x 10 inches. Packed 1 gross to a carton. Weight 45 lbs.

To Retail for 19c

SKATE KEYS

To Retail for 5c

Heavily constructed, metal Skate Keys. Will fit all types of skates. Approximately 2½" long. Packed 1 gross to a box. 10 gross to a shipping carton. Attractively priced for profit.

B. B. D. GROSSMANN & BRO.

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PRINCESS ANNA DOLLS

The Oldest Miniature Doll Line in America

1920 ESTABLISHED IN PARIS

1939 MOVED TO NEW YORK

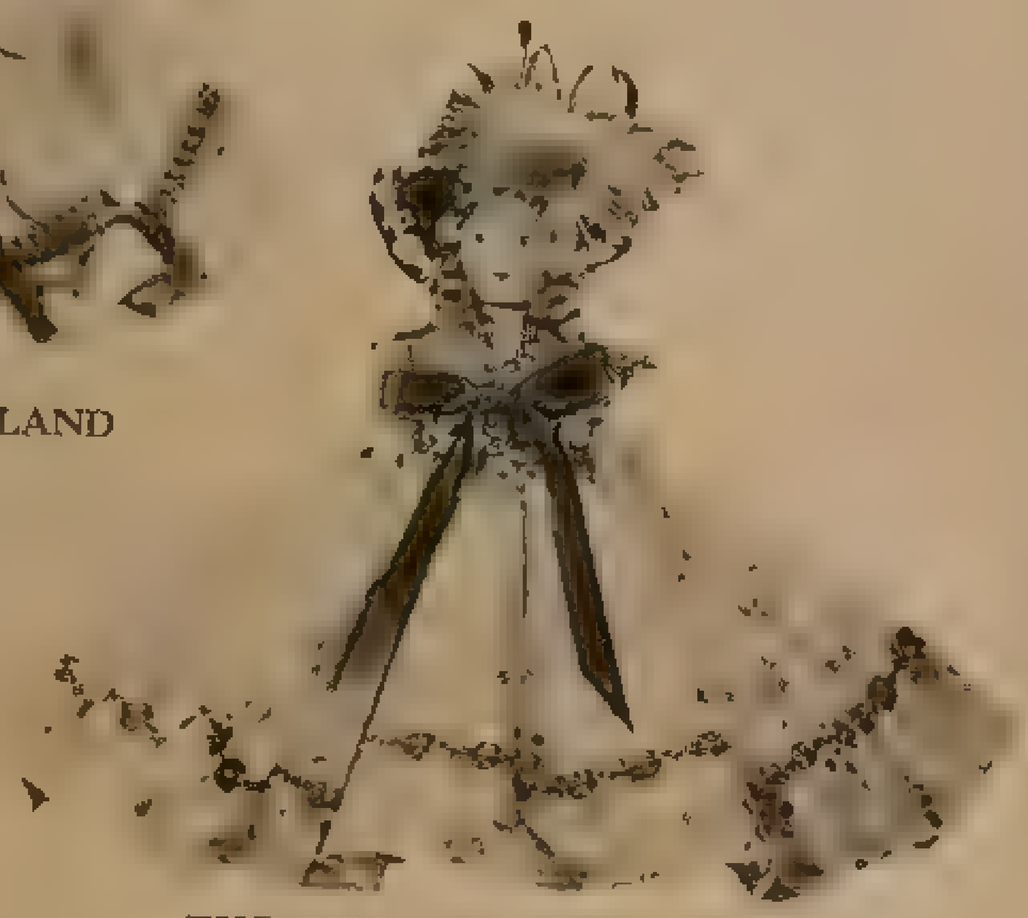
1950 OUR 30th ANNIVERSARY

THE GIRL FROM HOLLAND

Ready with 36 Beautiful New Styles

Every Princess Anna Doll is a little gem of creative artistry. Look where you will -you'll find nothing to compare with them. This year we are offering a wider variety than ever in Dolls of All Nations and other Character Dolls.

Princess Anna Dolls are 7½ in. high, have plastic bodies and moveable eyes, heads and arms. They are exquisitely costumed in specially designed satin and taffeta. Not a single quality detail demanded by the most discriminating has been overlooked. Individually packaged in large acetate window display boxes.



THE GIRL FROM FRANCE

See Us During The Toy Fair at

HOTEL McALPIN
ROOM 633

200 5th AVENUE
ROOM 256

J. H. ZAROVICH and HARRY OTTER
In Charge of Sales

PRINCESS ANNA DOLL CO., INC.

factory: 29 JUMEL PLACE, NEW YORK 32, N. Y.

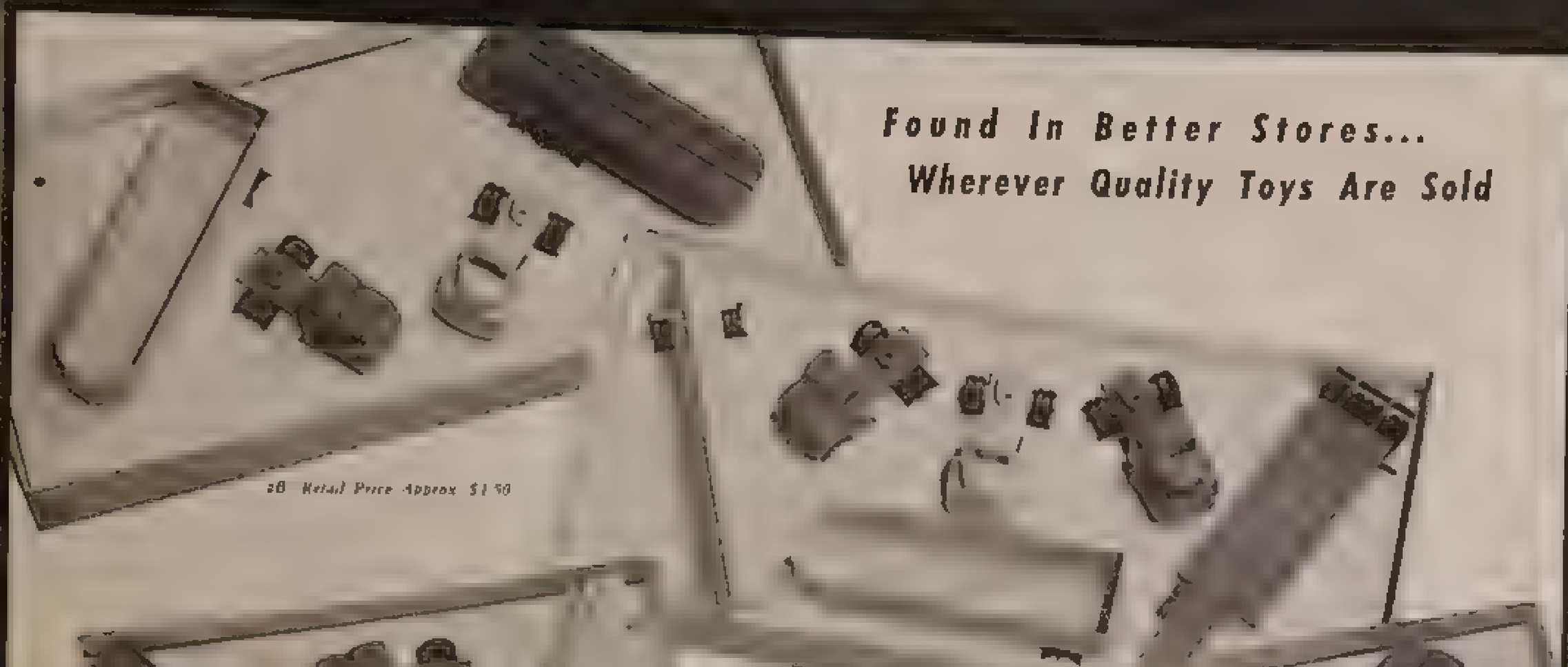
PERMANENT SHOWROOM

ROOM 256 — 200 FIFTH AVENUE, NEW YORK 10

Tel.: WAdsworth 7-6014 and Chelsea 3-8673

Pacific Coast Rep.: HARRY WALLACE, 9000 Wilshire Blvd., Beverly Hills, Cal

283



RALSTOY'S SCALE MODEL SEMI-TRAILERS

½"=1 FOOT

4 Great Sets—Giving You An Ideal Price Range

Ralstoy's Authentic Models, Zinc Die-Cast, are practically indestructible. A desirable year-around line. Favorites with model train hobbyists. Colorfully packaged. Thanks to improved plant facilities we can now take care of all our friends whose orders we were not able to fill in full last year.

SALES REPRESENTATIVES

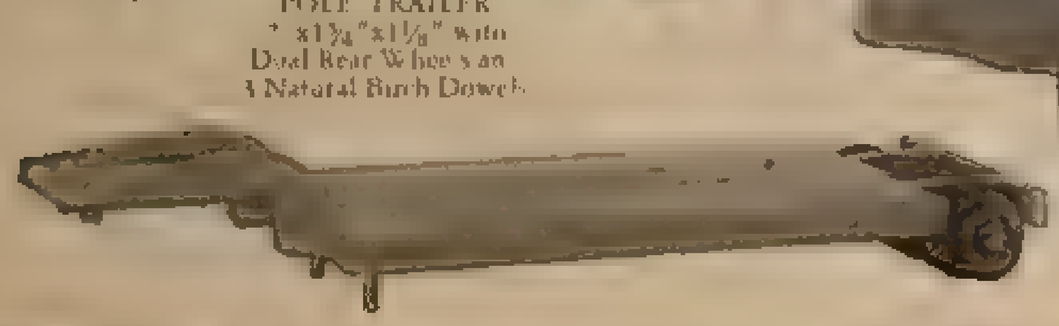
Walter Heiser, Hillsdale, N. Y. (New York & New England)
Bob Slaven, 16501 Birwood, Detroit 21, (Middle West)
Bergstrom Sales Co., Denver & Salt Lake, (Mountain States)
Ken Roberts, San Francisco, (Pacific Coast, Alaska & Hawaii)

FORD CAB OVER ENGINE TRACTOR
3¼"x1¾"x1¾"
Dual Rear Wheels

APPROXIMATELY ACTUAL SIZE

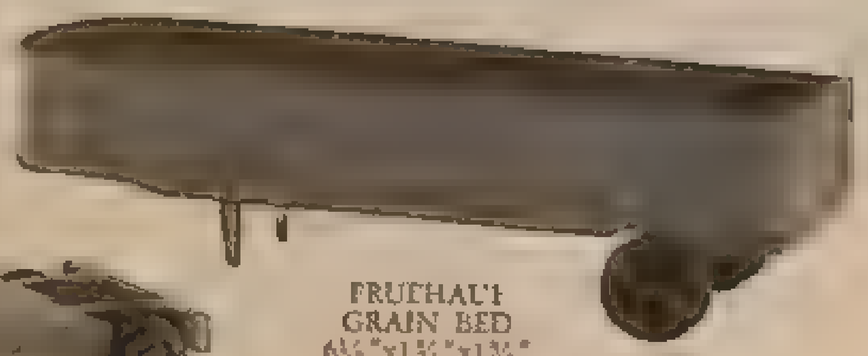
TRUEHAUF GAS TANK
6¼"x1¾"x1¾" 2 Sets
Dual Rear Wheels

TRUEHAUF POLE TRAILER
" x1¾"x1⅛" with
Dual Rear Wheels and
4 Natural Birch Dowels



TRUEHAUF MACHINERY TRAILER
7"x1¾"x1⅛"
7 Rubber Wheels

Ralstoy
RALSTON TOY & NOVELTY CO. RALSTON, NEBRASKA



TRUEHAUF GRAIN BED
6⅛"x1¾"x1¾"
Dual Rear Wheels

It's tops for Spring

AND SUMMER, FALL & WINTER TOO

THE PROVEN PERENNIAL...

FAITHFUL "STANDARD" OF THE TOY MARKET

NOW WITH A TWENTY-FIRST CENTURY *Twist!*

Rocketop

This little whizzer, an improvement on the oldest STANDARD with boys and girls since the dawn of history, has a proven appeal to kids of all ages, and remains a constant challenge to that older kid...the adult.

We've added some new "twists"...given it versatility and precision balance in a three-in-one design that spins up to three minutes on any smooth surface indoors or out.

The *Rocketop* spins like any string-spun top...having the added interest feature of four different combinations which makes it unlike any toy of its kind on the market.

1. The *Rocketop* is precision die cast of tough aluminum alloy, finished to a high polish and consists of three separate snug-fitting units with hardened steel points.
2. Self-contained removable springs separate the parts when thrown as a single unit.
3. Comes gaily cartoned in an eye-catching, circus-colored, pocket-sized package complete with spinning string and instructions.

Anderson DIE CASTING & ENGINEERING CORP.

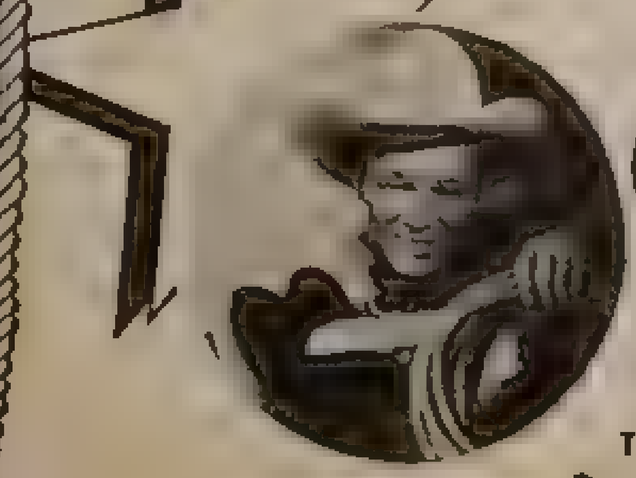
1000 E. 60th St. LOS ANGELES 1, CALIF.

MANUFACTURERS OF PRECISION DIE-CASTING FOR 30 YEARS

501

4 GREAT STARS!

TO BUILD YOUR WESTERN SALES



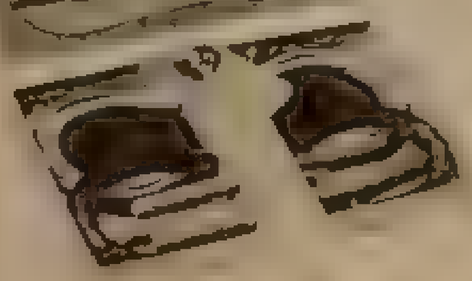
Roy Rogers*

*Starring in Republic Pictures

The really BIG NAME in Western Goods merchandising—Star of movies, radio, television and rodeo . . . THAT'S ROY ROGERS, whose name is the buy-word of American childhood!

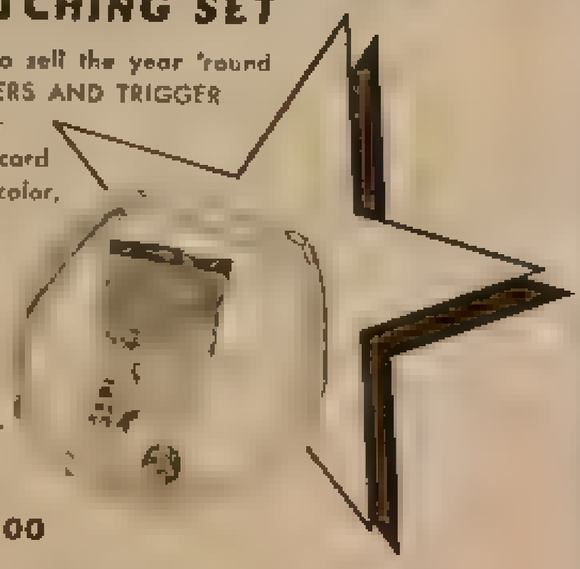
Roy Rogers **ROUND-UP KIT**

Complete, colorfully packaged western "kit", including Official holster with gun; "branding" iron set; trick lasso; western-type spurs; membership card in ROY ROGERS RIDERS CLUB; full color, autographed picture of ROY & TRIGGER . . .
TO RETAIL AT **$2.98**



Roy Rogers **HORSESHOE PITCHING SET**

A 10 piece INDOOR-OUTDOOR set to sell the year 'round. Includes rubber horseshoes with ROY ROGERS AND TRIGGER autograph brands, outdoor pegs, indoor pegs with rubber bases; membership card in ROY ROGERS RIDERS CLUB . . . full color, autographed picture of ROY & TRIGGER
$1.39—RETAIL PRICE



Roy Rogers **TRICK LASSO**

A real popularly priced drawing card and constant repeater for every store. Any child can learn to spin it and do real cowboy rope tricks. Autographed picture of ROY ROGERS in every colorful package. Thousands sold at low
RETAIL PRICE—**$1.00**

NOW

—Put the magic of the ROY ROGERS name behind your merchandising program . . . these three popular KNOX-REESE Stars "belong" where TURNOVER and LONG PROFIT are both in the picture. ORDER TODAY for immediate or future deliveries.

KNOX-REESE MFRS. • 503 N. 62nd St. • Phila. 31, Pa.

IN NEW YORK — SAM DRELICH & SON, 200 FIFTH AVE.

447

DOUBLE-BARRELED SELLING POWER

ROY ROGERS* DALE EVANS*

Feature Offers!

ROY ROGERS and DALE EVANS

YANKIBOY

WESTERN STYLE

PLAYCLOTHES

ROY ROGERS, "King of the Cowboys [illegible] the West are [illegible] to the kiddie set trade. Kids everywhere want to dress exactly like them. That's why authen[illegible]

[illegible]

OFFICIAL ROY ROGERS COWBOY SUIT #916—Tan and red cotton wide-sweep pants; 3-color cowboy design; "Roy Rogers" and "Trigger" stencilled on front. 2-tone cotton poplin shirt. Decorated chap belt. Hat. Holster & belt Gun. Neckerchief. Lariat

OFFICIAL DALE EVANS COWGIRL OUTFIT #580—Two-tone double-pleated skirt features Dale Evans stencil. Fringed in yellow and red. Red, yellow and black trim. Matching ornamented vest. Western style shirt. Hat. Gun. Holster and belt Lariat

OFFICIAL ROY ROGERS CHAPS AND VEST #17—(not illustrated) Genuine buckskin leather chaps, ornamented in metal and leather. Matching leather vest

← ROY ROGERS #30 Series
10-Gallon Style All Wool Felt
DALE EVANS #130 Series

ROY ROGERS #60 Series →
[illegible]
DALE EVANS #160 Series

← ROY ROGERS #70 Series
[illegible]

[illegible] →
DALE EVANS #180 Series

*Roy Rogers, Dale Evans [illegible] starring in Republic [illegible]

YANKIBOY PLAY CLOTHES MAKE THE CHILDREN HAPPY!

[illegible]

SACKMAN BROTHERS CO.

[illegible]

200 Fifth Avenue, New York, N Y

457

CORRAL BIG PROFITS
THE YEAR 'ROUND

with

DOUGHBOY GIANT INFLATED PLASTIC PLAYMATES

BIG! STRONG! BUILT TO TAKE IT!

Made of Tough Vinylite Plastic!

ROY ROGERS'

TRIGGER

The smartest horse in the movies. Every young buckaroo in America will go wild over this bronco that really bucks! Ride him — bounce on him — wrestle him! Safe for youngsters (and the furniture and rugs, too)! In rich, true colors. 24" high, 36" long. Individually packed, 36 per case, wt. 45 lbs., #1558. Retail $3.00

ROY ROGERS

ROLY POLY

BOUNCER

"Trigger's" sidekick for the smaller fry. He's full of ginger and does everything "Trigger" can. 22" high and 22" long. In his own natural colors. Individually packed, 36 per case, wt. 40 lbs., #1557. Retail $2.00

PEE-WEE Jr. ROLY-POLY CLOWN

Same tough construction and play value as his big brother! 3½ ft. high, 3½ ft around. In bright red, white and blue. Individually packed 6 per case. wt. 30 lbs. #1545. Retail $3.50

BOBO ROLY-POLY CLOWN

The sensational best seller that's at the head of the national toy parade! All the kids love him! 4½ ft. high, 4½ ft around. In gay red, black and white. Individually packed 6 per case. wt. 60 lbs., #1544. Retail $5.00

RIDE 'EM! • JUMP ON 'EM! • BEAT 'EM! • WRESTLE 'EM! • PUNCH 'EM! KICK 'EM! • TACKLE 'EM! *They're scuff-proof, scratch-proof, color-proof and fire resistant!*

Doughboy INDUSTRIES INC.—New Richmond, Wis.

(Plastics Division)

WRITE, WIRE OR PHONE YOUR ORDER TODAY! THERE'S BIG DOUGH IN DOUGHBOY!

373

Tops in Toys of Sales...

FOR **PROVEN** YEAR-ROUND PROFITS!

THESE TOYS MEAN STEADY VOLUME SALES FOR YOU!

3 SENSATIONAL SELLERS... MUSTS FOR XMAS PROMOTION!

NEW!

MUSICAL CANDY BANK

Every kid will want this appealing toy which dispenses gum, saves coins and plays a tune. In bright red and yellow plastic. #210

Suggested Retail Price $1.19

SIZE 3½" x 4¾" x 2½

CANDY MART BUBBLE GUM BANK

Children love this Combination vending machine and savings bank. Always in demand. In bright red yellow or green plastic. #100

Suggested Retail Price $1

SIZE 5" x 3 x 2

Jocko MUSICAL GUM BANK

Jocko attractively colored #200

The famous 4-way toy bank! Saves money, plays a tune, dispenses gum, Jocko tips his hat! All plastic . . . box in red

Suggested Retail Price $1.57

SIZE 6½" x 4¾ x 2½

Refills for three gum banks are packaged in containers of 50 gum balls each 12 doz. to a carton. Suggested retail price 29c

#150

NOTE ALL 3 BANKS AVAILABLE FOR IMMEDIATE SHIPMENT

SELCO

SEW UP YOUR SALES!!

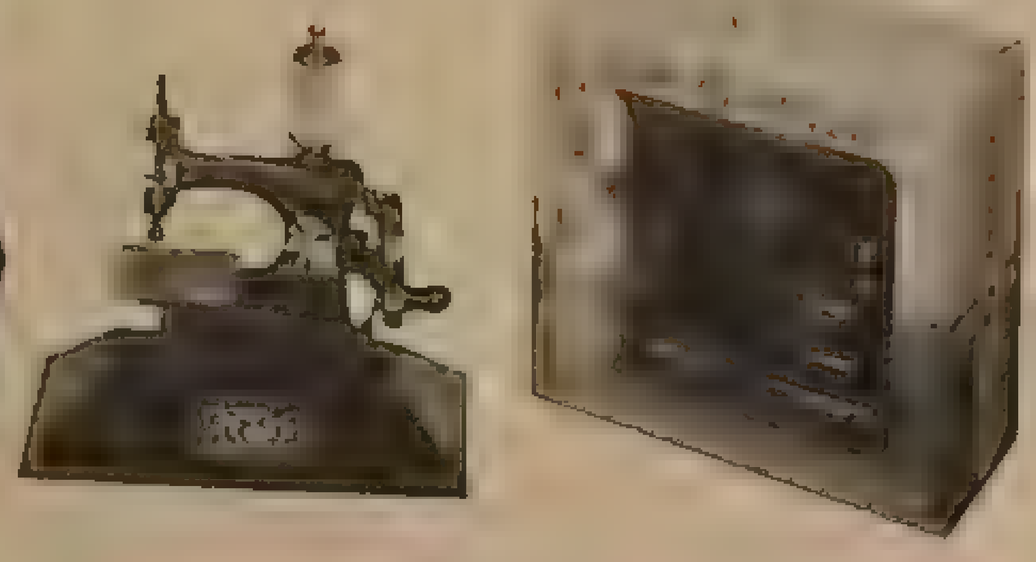
with

SEW-O-MATIC SEWING MACHINES

with
Beautiful Complete
Carry-All Sewing Box

Suggested Retail—$2.95 to $5.95

in
Attractively Packaged
Three-Color Folding Box



Suggested Retail—$1.49 to $2.98

ON DISPLAY DURING TOY FAIR

AT

HOTEL McALPIN ROOM 412	175 FIFTH AVE. Bldg. Broadway ROOMS 201-239 [illegible]	1107 BROADWAY ROOM 400

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

- METAL COWBOY and INDIAN SETS
- METAL FIGURE SETS
- MECHANICAL TOYS
- MUSICAL INSTRUMENTS
- PAINT SETS
- DOLLS
- XMAS TREE ORNAMENTS

F. J. STRAUSS CO., INC. 175 FIFTH AVE., NEW YORK [illegible] N. Y.

Representatives:

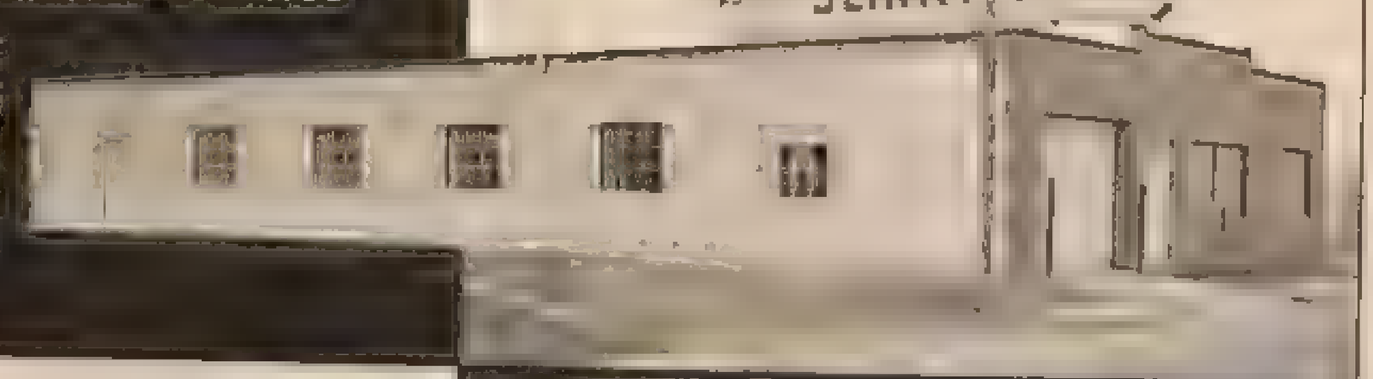
CHICAGO THE HARCOURT CO., 121 N. Marion St., Oak Park, Ill.
DENVER W. F. BERGSTROM SALES CO., 1650 15th St., Denver, Colorado
SALT LAKE CITY W. F. BERGSTROM SALES CO., 137 Motor Ave., Salt Lake City, Utah
SAN FRANCISCO IRVING S. HEINEMAN, 883 Market St., San Francisco, Calif.

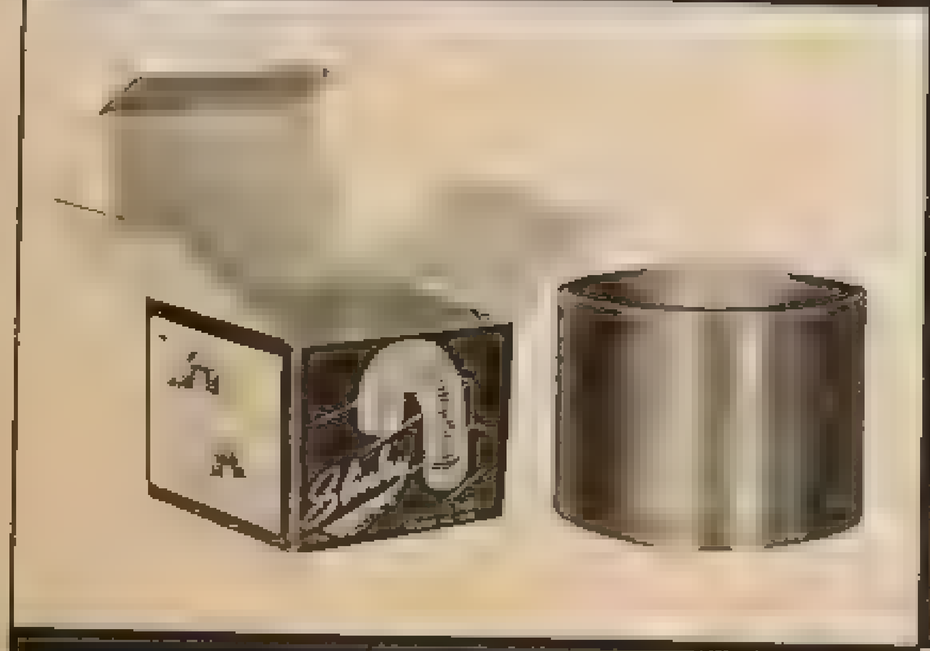
SLINKY
TO NEW, MODERN PLANT

James Industries' answer to four years of increasing demand for SLINKY toys is better service to you—through expanded manufacturing and shipping facilities.

MOVES

HOME OF SLINKY TOYS





SLINKY TOYS ALWAYS *MOVE*
ACROSS STORE COUNTERS

SLINKY, the walking spring toy, and its new companion game, SLINK'EM, have the sales appeal needed for quick turnover and high profit—with small counter space.

IT'S YOUR *MOVE, NOW...*

Order today—get your share of SLINKY and SLINK'EM profits. Retail sales efforts are backed by national advertising and publicity. Dealer aids and animated displays are yours for the asking.

★ See SLINKY and the SLINK'EM GAME at the *AMERICAN TOY FAIR*

Room 642,
Hotel McAlpin
New York City
March 6-17

JAMES INDUSTRIES, INC.

360 E. Madison Ave., Clifton Heights, Pa.

REPRESENTATIVES: **West:** J. T. Saake 981 Western Mdse Mart San Francisco 3 • **Northwest:** Beacon Sales Co Mdse Mart Seattle • **Mountain:** W E Bergstrom Sales Co Exchange Bldg Denver • **Midwest.** Walter & Arthur Krenzen 209 S. State St Chicago • **East** Lawrence R Schmidt & Co. 200 Fifth Ave New York 10 • **South:** Wm A Yarborough 84 Tenth St, N W Atlanta

ACTION GALORE!

THE NEW THRILL-PACKED

'TOMIC ROCKET

The greatest action toy ever seen. Wind it up, release the brake and WHEEEE—away it goes—sparks flying from its exhaust. New principle in noise makers produces a shrill scream and WHAM, when it hits the target an explosion!

Specifications 15 inches long—nose-fuselage—tail of red and white heavy, high impact acetate—Non-breakable spring in wind-up motor—Replaceable flint for spa ker Individually packaged in a sturdy three color box—suggested retail only $2.98

The Perfect Buy for Fourth of July!

ROOM 894 — HOTEL Mc ALPIN

WOODETTES DIVISION OF

THE PRINT-O-MATIC CO., INC.

MERCHANDISE MART—CHICAGO 54, ILL

SEE THESE OTHER PROVEN PROFIT MAKERS

Back again for its second triumphant year—the sensational Jet Fighter with its sparking tail judged the finest mechanical toy construction in America. A NEW PRICE only $2.95

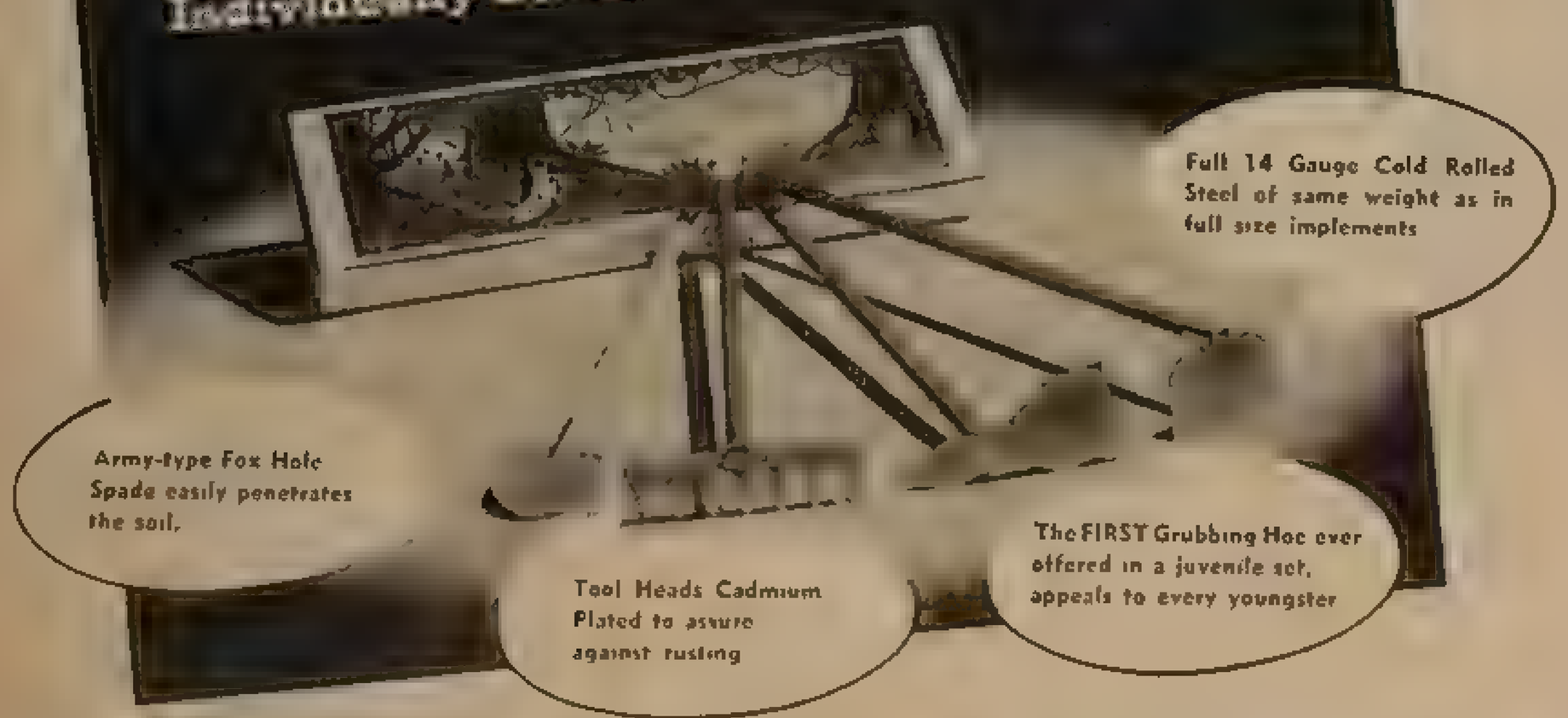
Buyers still report the "Tornado Racer the most unusual mechanical principle in the history of toys. "IT RUNS ON AIR"—Just pump it up—away it goes. Still retailing at only $3.95

The first Helicopter in toy history is still the best! Now a mechanical wind up loaded with action and play value at only $2.49 retail.

★ ★ ★ ★

Little Dwarf Garden Set

Individually Boxed **Nationally Advertised**



Individually Packaged in attractive three-color box . . .

The PERRY COMPANY ★ Waco, Texas

This four-piece set retails for $1.00

LIBERAL TRADE DISCOUNTS PERMIT

498

Tudor TRU-ACTION ELECTRIC GAMES

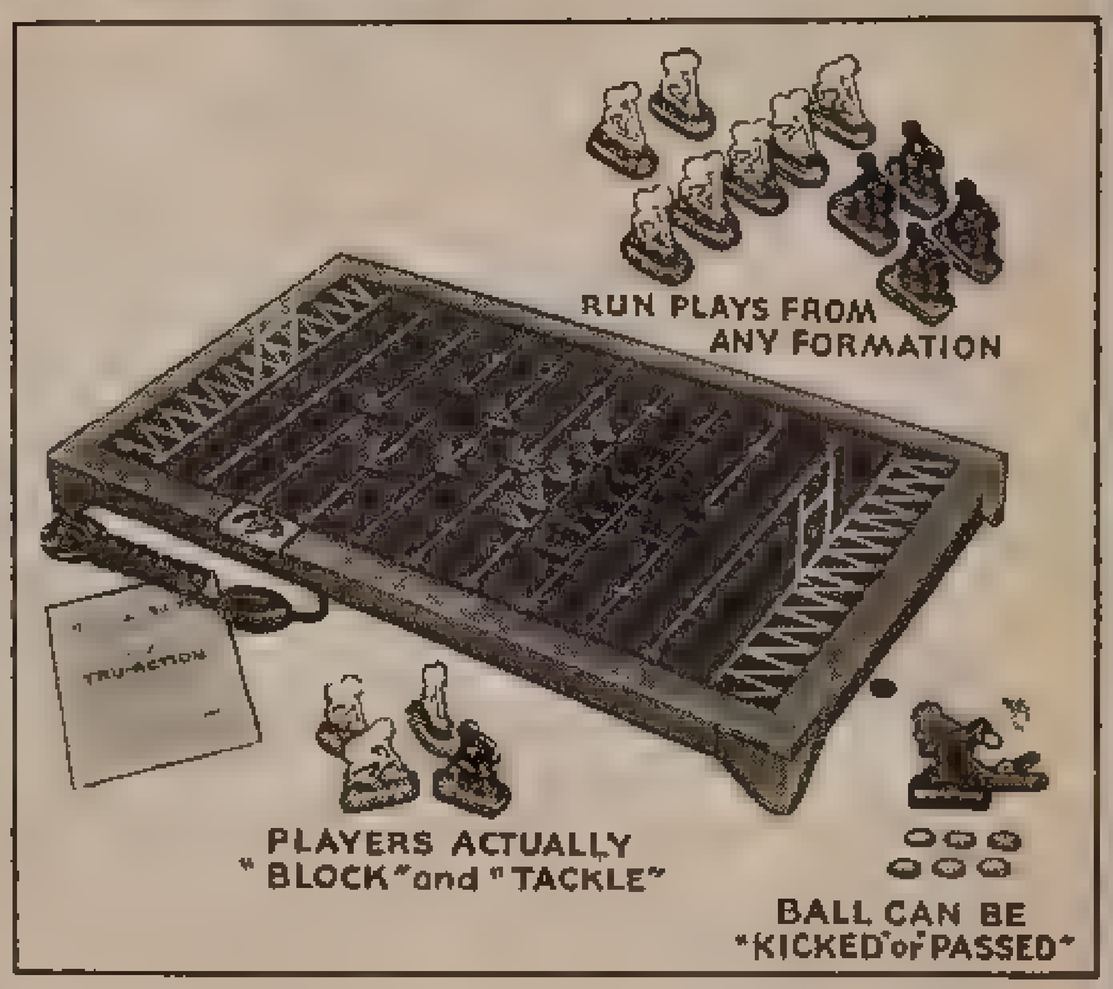
The sensation of 1949!

No. 500

TRU-ACTION
ELECTRIC FOOTBALL

We could not supply the demand!

The ball is actually kicked and passed — the players run until tackled — plays can be run from any formation — line plays — end runs — forward passes — field goals — real TRU-ACTION Football right on the living room table!



New!

No. 550

TRU-ACTION
ELECTRIC BASEBALL

The most amazing baseball game ever created!

The players actually run the bases — a fielder and a batter — permanently magnetized ball — the batter makes a hit — he starts for first — the fielder picks up the ball and tries to throw him out — double plays — stolen bases — nearly every play in baseball . . . really TRU-ACTION Baseball!

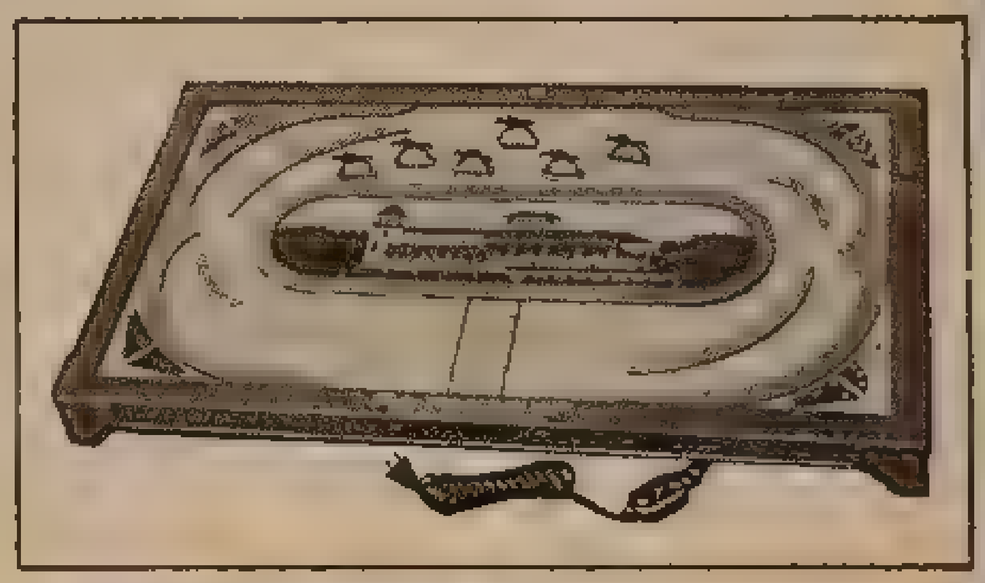
New!

No. 525

TRU-ACTION
ELECTRIC HORSE RACE

The most realistic Horse Race Game ever made!

Really TRU-ACTION — cannot be fixed! Every player has a chance at the start of every race. A fascinating adult sport! You will be astonished when you see the track-like things that happen when you're playing TRU-ACTION Horse Race! Ideal for the game room.



All games 25 x 15¼ inches
Packing ½ dozen . . . wght. 27 lbs.

Also the famous TUDOR XYLOPHONES PIANOS *and* BANJOS

ROOM **551**

TUDOR METAL PRODUCTS CORPORATION

SHOWROOM 200 Fifth Ave., N.Y. City

FACTORY 176 Johnson St., Brooklyn 1, N.Y.

ALL OVER THE WORLD

ONE NAME STANDS OUT

STEVEN

KALEIDOSCOPES

EXCLUSIVE FEATURES MAKE STEVEN KALEIDOSCOPES GREAT YEAR 'ROUND SELLERS . . . AND THEY AFFORD FASTER TURNOVER THAN MOST OTHER TOYS!

No. 50 KALEIDOSCOPE

Revolving action KALEIDOSCOPE! Turning head. Metal mirrors. Handsomely lithographed in 3 brilliant colors on aluminum foil. Metal reinforced ends to match foil. Transparent plastic eye-hole cover. *(Suggested retail price 49c)*

No. 25

KALEIDOSCOPE

Colorful fibre cylinder KALEIDOSCOPES. Metal mirrors. Metal reinforced ends, transparent plastic eye hole cover. 3 beautiful colors, assorted. Size 7½" *(Suggested retail price 25c)*

SEE OUR NEW ARRIVAL at the Toy Fair!

There's absolutely nothing like it on the market!

No. 200

KALEIDOSCOPE

Individually Packed

ALL-PLASTIC Kaleidoscope. Metal mirrors. Unbreakable plastic end discs. Size 8½" Kit complete with hundreds of tiny pattern producing objects *(Suggested retail price $1.49)*

No. 129 KALEIDOSCOPE

Individually Boxed

Same as No. 200 but not supplied with extra sets of pattern-producing objects. *(Suggested retail price 98c)*

No. 150

ROCK-A-TOY

Individually Boxed

The toy hit of the nation! Balances on table or flat edge. Moves to and fro at slight tap. Like "perpetual motion!" Bright 4-color tekwood, with metal pendulum. Beautiful individual package. *(Suggested retail price 98c)*

STEVEN MANUFACTURING COMPANY

5170 EASTON AVENUE • SAINT LOUIS, MISSOURI

Sales Office... BERNARD FUNK, 200 Fifth Ave., New York, N. Y.

LEE SHERMAN, 315 W. 9th ST., LOS ANGELES, CALIFORNIA

329

Ready For Christmas Selling!

Story-View FAIRY TALE KITS

3 DIMENSIONS

IN FULL COLOR

RETAIL $2.50

Cinderella

Jack and the Beanstalk

Goldilocks and the Three Bears

The perfect gift for boys and girls! Now these wonderful and enchanting Fairy Tales have been recreated in miniature especially for children by Paul Sprunck of Hollywood and photographed in full color 3-dimensions which literally brings every character to life!

Each Fairy Tale Kit contains a Story Viewer and a complete Fairy Tale consisting of 12 picture and story slides. The brilliant, colorful carton is an appealing eye-catcher that neither children or parents can resist. Once they see for themselves the magic of Story Views, the sale is made.

There is a complete assortment of Story View Merchandising Helps—posters, envelope inserts, counter cards, newspaper mats—even Minute Movies in sound and color, and films for your local TV Station. *Everything* is ready for your program of Christmas selling!

Story-View FAIRY TALE KITS

—A Complete Package For Easy Across-The-Counter Selling

Factory Number	Title
K-1	Jack and the Beanstalk
K-2	Goldilocks and the Three Bears
K-3	Cinderella

Factory packaged, 1 dozen Kits of each title to case. Shipping Weight 6¾ Lbs.

Order **NOW** *— for early delivery*

Sample Fairy Tale Kit Sent On Request

STORY-VIEWS, 2312 LINDELL BOULEVARD, ST. LOUIS 3, MISSOURI

STROMBECK-BECKER MFG. CO., Dept. PI-3, Moline, Illinois
New York Office • 200 Fifth Avenue • Room 540

381

Nationally Advertised
In Parents Magazine

Hol-lie Toys

Humpty Dumpty
sat on the wall. . .
but not at Hol-le
for long at all. . .
because all the keen buyers
and merchandise men

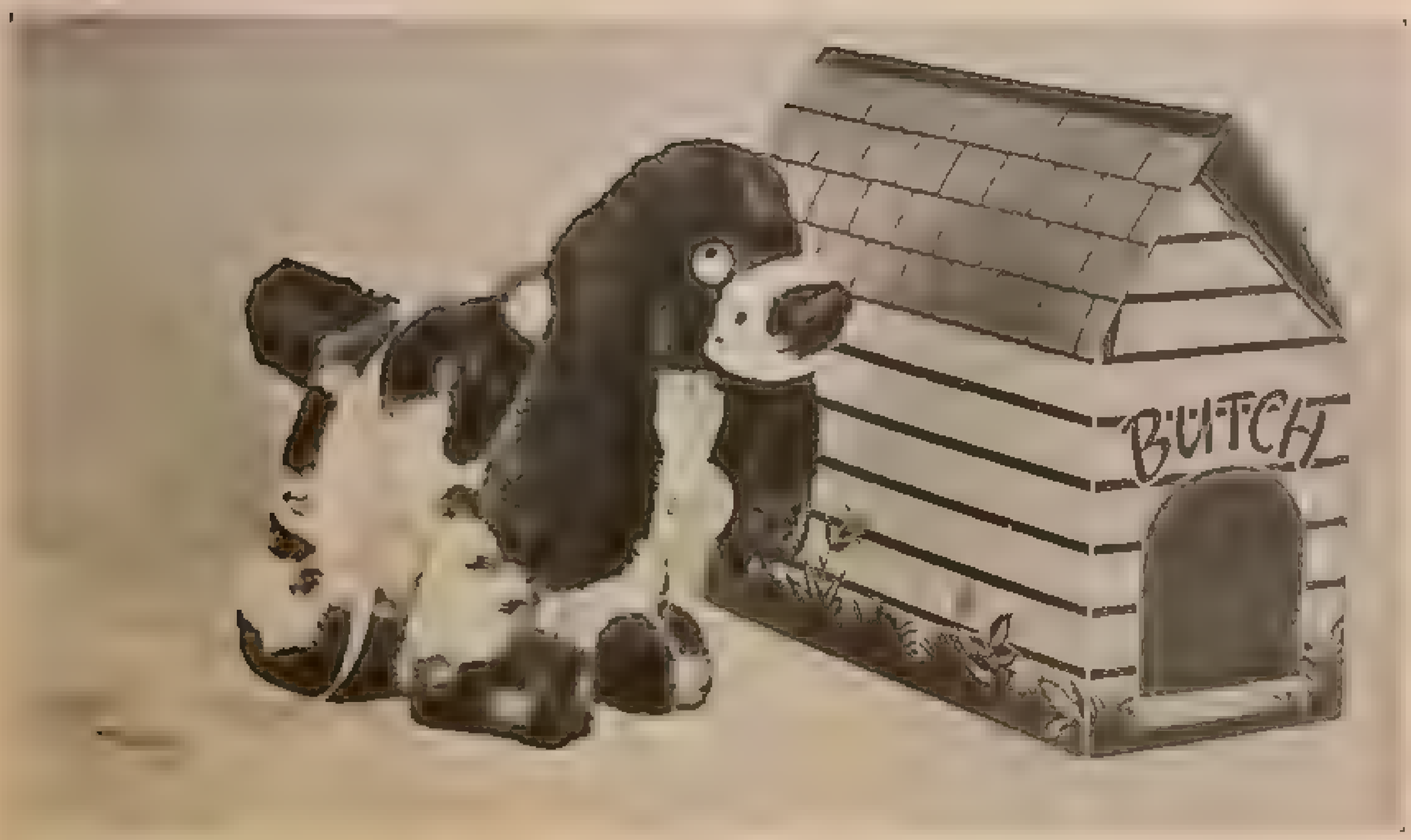
keep ordering Humpty again and again!

Perfect crib and play-pen-pals, Hol-le Toys keep setting new sales volume records in important toy and infants' departments throughout the country. Sturdily constructed of WATASEAL plastic, they withstand the most strenuous handling; color-fast and laboratory tested

Humpty Dumpty #307 approximately 9" tall. Retails about $2.00. Send for new Hol-le Catalogue showing new numbers to retail at $1.00, $1.50, $2.00, $2.50, $3.00 and up

Hol-le Toys, Inc. • Factory: 148-150 Post Ave., N. Y. 34, N. Y. • [redacted] 200 FIFTH AVE., N. Y.

[redacted]



Every one Knows Butch!

Also a complete assortment of musical animals to keep our toy volume in tune with the times

An Atlas Exclusive!

"Butch," the most famous canine model and magazine cover dog in America, posed for the Atlas exact reproduction so that he has retained all of his lovable, cute and humorous appeal. Approximately 12" long x 9½" high and packaged in a colorful dog house, "Butch" wears a red collar and leash and "Butch" dog tag. Numbered license enclosed with each unit. See delightful "Butch" together with our regular line of

Atlas Quality Stuffed Toys

at Popular Retail Prices

designed by and manufactured under the supervision of John Tsidella, a pioneer of 40 years experience in stuffed toy designing

PERMANENT SHOWROOM

Bob Whyte

1107 BROADWAY — ROOM 400

NEW YORK 10, N. Y.

SPECIAL TOY FAIR DISPLAY John Tsidella **HOTEL McALPIN — ROOM 408**

ATLAS TOY MANUFACTURING CORP.

136 WEST 21st STREET **NEW YORK 11, N. Y.**

423

America's Finest Fur Toys!

Fur toys like our fluffy "Sitting Kitten" (illustrated) make their own sales by finding their way to the customers' hearts. La Mar has built its reputation on fine fur and plush toys with "selling" ways. Our 1950 showing is in the same tradition with many "adorable" new numbers—Pomeranians, Scotties, and "Stinky the Skunk"—added to our old toy friends.

All La Mar toys are individually packed in gaily colored transparent acetate boxes.

Dealers, Chain Stores, Department Stores—Write for catalog and prices.

AT THE TOY FAIR
ROOM 745
Hotel McAlpin

LA MAR TOY CO.

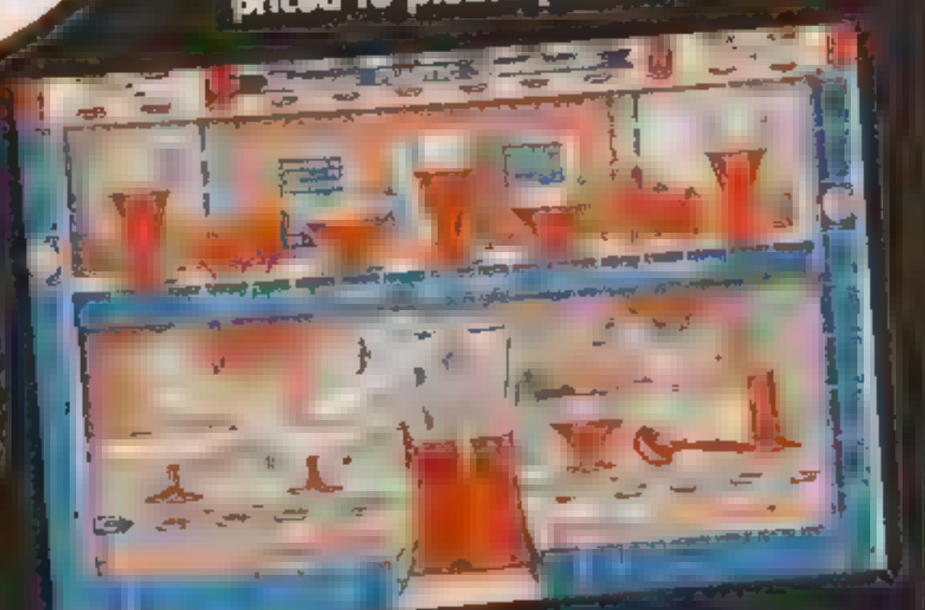
79 BRIDGE STREET, BROOKLYN 1, N. Y.

471

BANNER

Sell the toys that sell themselves

You can count on easy selling and fast profit in August ... December ... every month of the year ... with these Banner-waving Plastic Sets. Irresistible to children — and priced to please parents.



No. 460—BANNER FOUNTAINETTE—30 pieces
Vari-colored, Sanitary, washable, unbreakable plastic. "Ice cream parlor" box has added play value. Ingenious dispenser works — actually dispenses liquids. $2.00 retail.

No. 450 — 10 piece FOUNTAINETTE, $1.00 retail.

No. 440 — BANNERTONE DINNERWARE—20 pieces
In sky-blue and pure white sanitary, washable, unbreakable plastic. Looks exactly like fine china. Packed in colorful "china closet" box. $2.00 retail.

No. 430 — 15 piece DINNERWARE, $1.00 retail.

No. 420—BANNER DELUXE REFRESHMENT SET—27 pieces
Beautifully designed two-color stemware in sparkling clear crystal and ruby-red. Sanitary; washable; unbreakable; safe-edged. Every little hostess will adore this set which includes a LAZY SUSAN TRAY. Packed in colorful cabinet shelf box. $2.00 retail.

No. 410—18 piece DELUXE SET, $1.00 retail.

COMMENDED PARENTS MAGAZINE

BANNER Plastics CORP Paterson 3 N J

WRITE TODAY FOR **FREE** COLOR CATALOG
OVER 90 TOP-SELLING ITEMS

BANNER PLASTICS CORP.
80 Beckwith Avenue Paterson 3 New Jersey
N Y SHOWROOM 200 Fifth Avenue Rm 513

BANNER REPRESENTATIVES

JAMES R CAVANAGH	Oak Park Ill
A H GREENBURG	Beverly Hills Calif
THE RIVERS COMPANY	Memphis 3 Tenn
JOHN T. WALLACE CO	Springfield, Mass
JERRY MESSINGER	New York City

#211 MASTER PHONES

An attractive set of 2 desk-type dial telephones, operates on standard flashlight batteries, equipped with push buttons and buzzers for signalling. All steel construction, handsomely enameled in Blue Hammertone. Complete with approx. fifty feet of wire, instructions and guarantee. Individually packaged. Attractive counter display available.

Suggested Retail Price **$5.95**

#150 WALL PHONES

A complete inter-communication system set up in minutes. Attractively finished operates on standard #6 Dry Cell batteries. Individually packaged in handsome box

Suggested Retail Price
$3.50

SB proves that sales are born, not made.

That's right ... it takes more than just fast sales talk to sell a toy **consistently, year** in year out!

It takes a great idea, with natural play appeal, and **it takes the touch of** Mother Nature, **into a low, popular priced toy that actually works.** We **suggest** these **remarkable** toys, each of which is constructed as well as engineered to perform as **illustrated that fact by completing** another **record-breaking year of sustained** success!

#200 WESTERN UNION DELUXE TELEGRAPH SETS

A quick-sale, low-priced toy, with plenty of educational appeal. Two complete signal sets, wired for sending and receiving—buzzes, flashes, clicks. Operates on standard flashlight batteries. Comes complete with 4 batteries and approx. 50 feet of wire, instruction sheets and miniature Western Union blanks. Attractively boxed.

Suggested Retail Price **$2.50**

#165 WESTERN UNION DOUBLE TELEGRAPH SETS

Two complete signal sets, with instruction sheets and miniature Western Union blanks. A popular seller, popularly priced

Suggested Retail Price **$1.50**

#164 WESTERN UNION SINGLE TELEGRAPH SET

Similar to above, but single signal set

Suggested Retail Price **$ .85**

SB TELEPHONE and TELEGRAPH Sets

If you think you've ever moved merchandise fast, just put these battery operated, electric toys to work in your store—YOU'LL SEE SOME REAL ACTION!

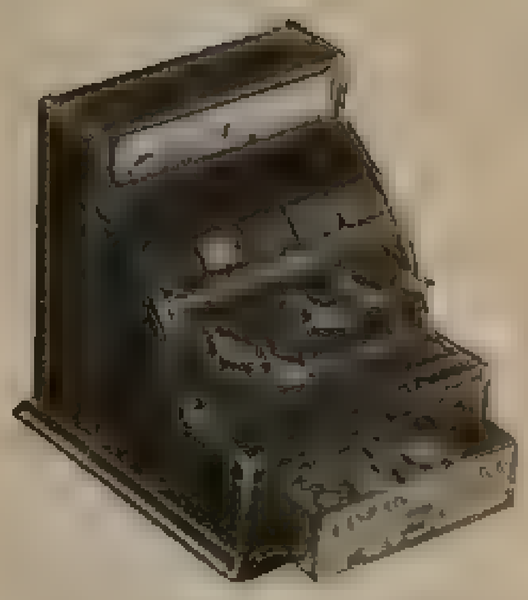
SEE US AT THE
AMERICAN TOY FAIR
BOOTH 730 HOTEL NEW YORKER
FEBRUARY 25TH - 27TH

Write for descriptive literature

S.B. MANUFACTURING CORP.
BUSH TERMINAL BUILDING
24 Thirty-fourth Street Brooklyn 32, N. Y

UNCLE SAM'S BANKS

*"You had one when **you** were a kid"*



UNCLE SAM'S PLAYSTORE CASH REGISTER

$1.98 Retail

Rich red enamel finish, 4¾" high, 4⅝" wide, 5⅛" deep. Individually boxed, 2 doz. to carton, 36 lbs., 2 doz.

America's Oldest

and

Most Successful

BANK LINE

Staple Sellers from Coast to Coast

•

Thrift Knows No Season

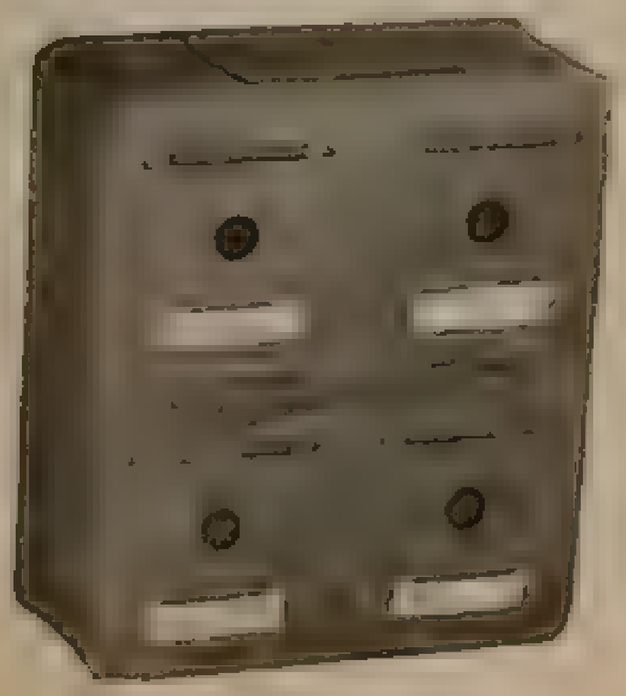
THE UNCLE SAM'S LINE IS ALWAYS IN DEMAND

•

UNCLE SAM'S 3-COIN REGISTER BANK

$3.50 Retail

Black, red or blue enamel finish. 6⅛" high, 4½" wide, 5¼" deep. Individually boxed, 2 doz. to carton, ship. wt. 60 lbs.



UNCLE SAM'S Four Purpose HOME BUDGET BANK

98c Retail

Red or blue finish, 5¼" long, 4½" wide, 1⅞" deep. 3 doz. to carton, wt. 36 lbs.

See Us At The

TOY FAIR

ROOM 956

HOTEL

McALPIN

JOHN ROSE — HENRY MALLIN

UNCLE SAM'S 2-IN-1 SAVINGS BANK AND PLAY STORE CASH REGISTER

$2.50 Retail

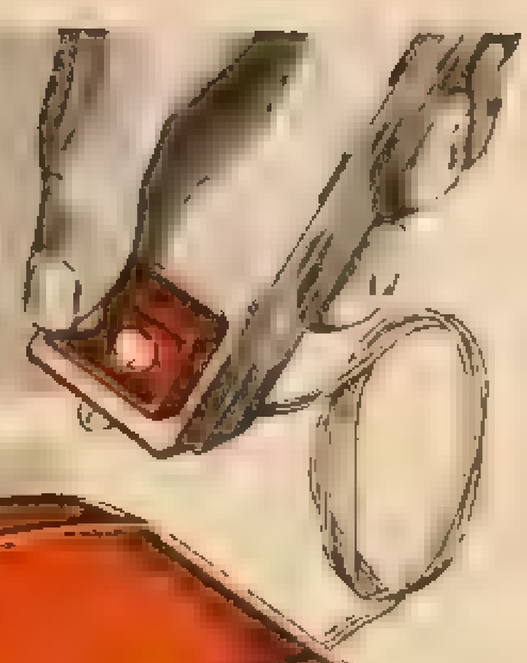
Rich red enamel finish. 4" high, 5" wide, 5⅛" deep. Individually boxed 2 doz. to carton 36 lbs., 2 doz.

See your jobber or write **DURABLE TOY & NOVELTY CORP.** 175 ESSEX STREET Hackensack, N. J.

454

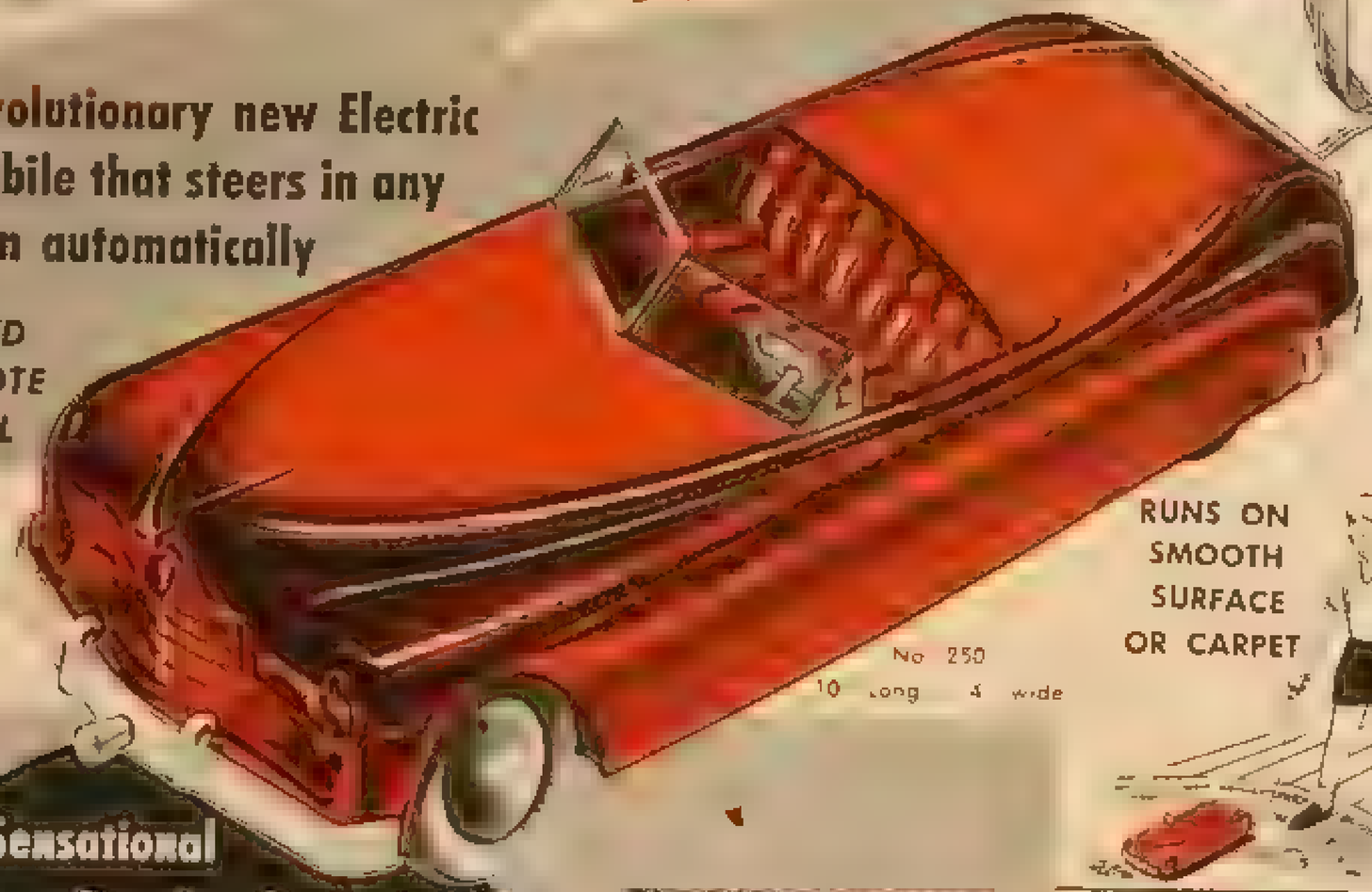
Presenting the Wonder Toy of 1950

THE MORMAC POWERMATIC DRIVE



The revolutionary new Electric Automobile that steers in any direction automatically

OPERATED BY REMOTE CONTROL



Sensational New Steering Device* Reverses Direction Upon Bumping into an Object

*Patent Applied For

ELECTRIC MOTOR With Gear Drive

A sensational new electrically driven toy automobile that sets a new standard of play value! Operates on Two Flashlight Batteries in hand control unit. Sturdily molded body of durable tenite plastic in choice of brilliant red, yellow or blue

RUNS ON SMOOTH SURFACE OR CARPET

CLIMBS HILLS

RUNS FORWARD OR BACKWARD

RUNS IN STRAIGHT LINE OR CIRCLES

PACKAGED IN A COLORFUL DISPLAY BOX
12 PER CARTON
WEIGHT 13 LBS.

Guaranteed Service Policy!

Here's your insurance against kick backs of any nature. Printed on each box is this statement "at any time should your car need repair merely send it back to us for overhaul. To cover cost of moving, handling and the replacement of broken parts enclose $1.00 with your car and mail to us. Within a few days your car will be returned to you as good as new".

SEE IT AT THE TOY FAIR
Hotel New Yorker, Rooms 536-537
New York Office, 175 Fifth Ave. Room 202

MORMAC TOY MANUFACTURING COMPANY
1410 CHARDON ROAD CLEVELAND 17, OHIO

120

BUDDY
ROOM 540
FIFTH AVENUE BUILDING
BE SURE TO SEE OUR
NEW NUMBERS
NOW ON DISPLAY IN OUR SHOWROOM
BUDDY
America's Finest
Playthings
Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.
62

10 best sellers in one great package!

Bright with color, loaded with eye-catching sales punch, is TOOTSIETOY's sensational 1950 "Playtime" set. Ten realistic, true-scale models: "Convair" two-engine transport, Coast Guard PBY, Greyhound bus, Buick, Cadillac, dump truck, wrecker, jeep and two oil tankers. Rugged all-metal construction with exclusive TOOTSIETOY "Rol-Ezy" wheel assembly and rubber tires. No. 7000. Dowst Mfg. Co., 4537 Fulton St., Chicago 24.

* * *

AT THE TOY FAIR

SEE THE COMPLETE 1950 TOOTSIETOY LINE IN ROOM 421, FIFTH AVENUE BLDG., MARCH 6 THROUGH 17.

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

[redacted]

THE OHIO ART CO. MADE IN OHIO U.S.A. BRYAN, OHIO

Colorful
LITHOGRAPHED
METAL TOYS

The Quality Line Since 1909

Always Big Sellers

Because of—

PLAY APPEAL

'Everybody's tryin' to get into the act" when there's a tea party, boat or turtle race, a garden to water, sand to be shoveled, sifted or molded, etc., with OHIO Lithographed Metal Toys

For these colorful toys provide Future Mothers of America—and juvenile Presidential Possibilities—with realistic "props" for their playacting in the great drama of childhood. Mothers, and others too, select them for their value in stimulating imagination and cultivating initiative as well as for their entertainment value.

QUALITY

Brilliant colors, lithographed on metal and hard-baked, resist fading, cracking and peeling. Designers pay particular attention to eliminating rough or sharp edges: they're safe for even the smallest children.

And they're built to "take it"—the result of more than forty years' experience in designing and manufacturing fast-selling toys

POPULAR PRICES

Each piece represents a real value made possible by mass production on a big scale, with specially designed machinery, and under ideal working conditions Volume production for volume sales in the price ranges where most toy sales are made. Attractive profit margins. Consult your listings, or write for catalog information

At the
TOY FAIR
See Us at
HOTEL NEW YORKER
Rooms 804, 805, 806, 807, 808

Where We'll Display

TEA SETS OF PLASTIC AND METAL
DRUMS
HUMMING TOPS
MUSICAL TOPS
MUSIC BOXES
MERRY-GO-ROUNDS
MECHANICAL TURTLES
SAND TOYS
METAL BANKS
WATER PUMPS
WATERING CANS
GEOGRAPHICAL GLOBES
BIKE HORNS
MECHANICAL BOATS
TOY FIRE EXTINGUISHERS
MECHANICAL SEA-PLANES
DOLL HOUSES

and
Many Other Popular Toy Items

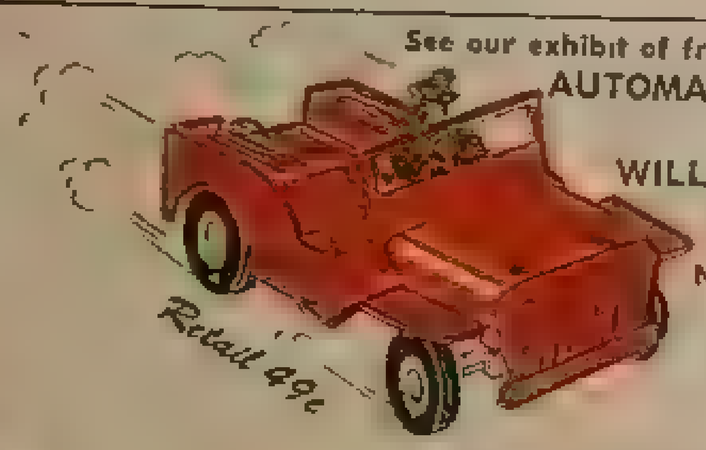
THE OHIO ART CO., BRYAN, OHIO

AMERICAN TOYS

[redacted]

332

Retail $3.95



See our exhibit of friction motors featuring
AUTOMATIC REVERSING INERTIA MOTOR WC9

WILLYS JEEP *with the new*
BTX-4 FRICTION MOTOR
No Winding Slow and Fast Speeds
Shatter Proof Plastic

Retail 49c

5" x 6½"
20" handle

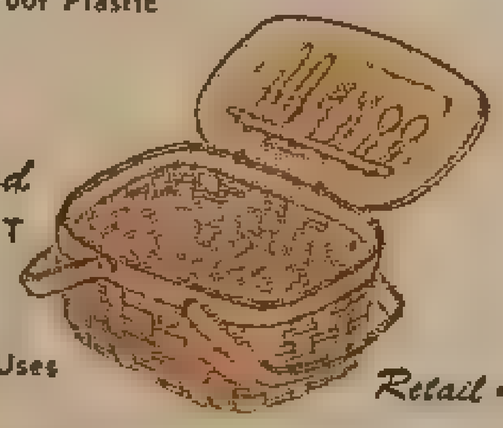
Swiss
Music Works

Unbreakable
Plastic Handle

Plastic
DRUM

Plays complete tune
regardless of direction of motion

Little Red Riding Hood
PICNIC & LUNCH BASKET
with Utensils
Plastic Acetate
Ideal Play Toy—1000 Uses



Retail 49c

Miniature
DOLL VANITY & DRESSER SET
Permanent Holder *with*
Full View Mirror Comb
Brush and 3 Hangers
also Smaller Set on Card 4 Hangers

Retail 25c

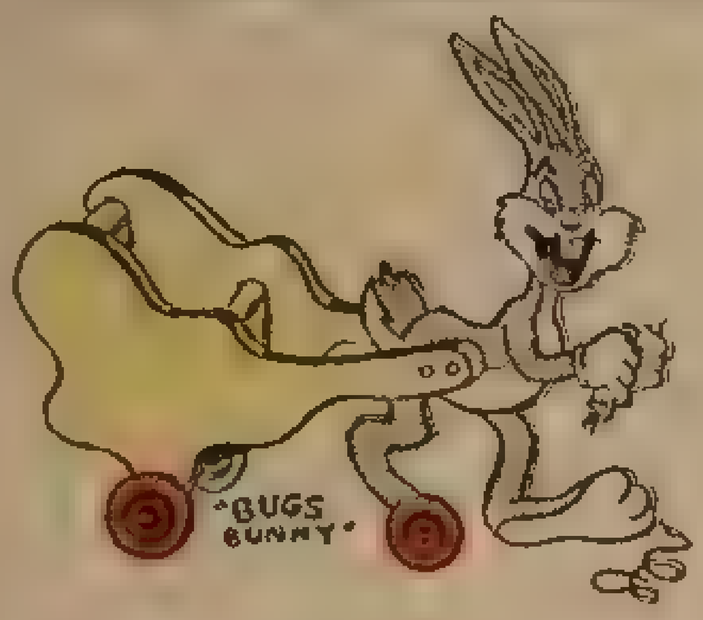
Visit our exhibit at the Toy Fair
HOTEL NEW YORKER
Rooms 961-962

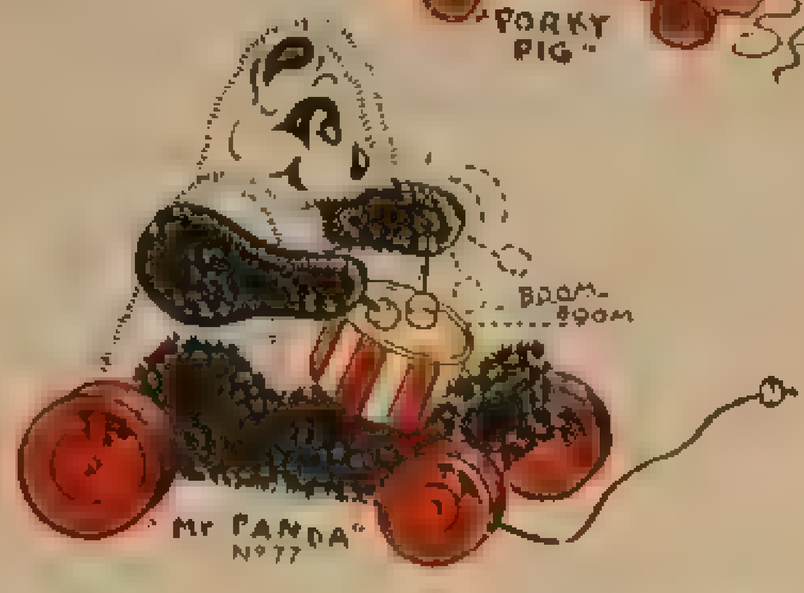
buffalo toycrafters inc.
1807 ELMWOOD AVE BUFFALO 7, N.Y

EVERYTHING A WARNER BROS. FRANCHISE CAN OFFER TO PICK FROM

14 ITEMS IN ALL

BUGS BUNNY
PORKY PIG
DAFFY DUCK
TWEETIE
ELMER
ETC. Etc.





ACTION PULL TOYS
OF
STURDY WOOD CONSTRUCTION
COLORFUL LITHOGRAPH FLOCKED FINISH
FAST COLORS LEAD FREE ENAMEL

BRICE TOY & NOVELTY INC.
Colden, Erie County New York

See us at the toy fair

HOTEL NEW YORKER
Rooms 961-962

748

THOUSANDS OF MERCHANTS CAN'T BE WRONG

GET YOUR SHARE

OF THIS MULTI-MILLION DOLLAR MARKET

BUY HETTRICK!

HOTEL
McALPIN
MARCH 16-17
•
SPACE
792-4

PEDAL WAGON

American VELOCIPEDE

JUVENILE TELEVISION HASSOCK

SEE US AT THE *TOY FAIR* or Write for 1950 CATALOG AND PRICES

FIRE CHIEF PEDAL WAGON

TOY CHEST

INDIAN CHIEF WIGWAM

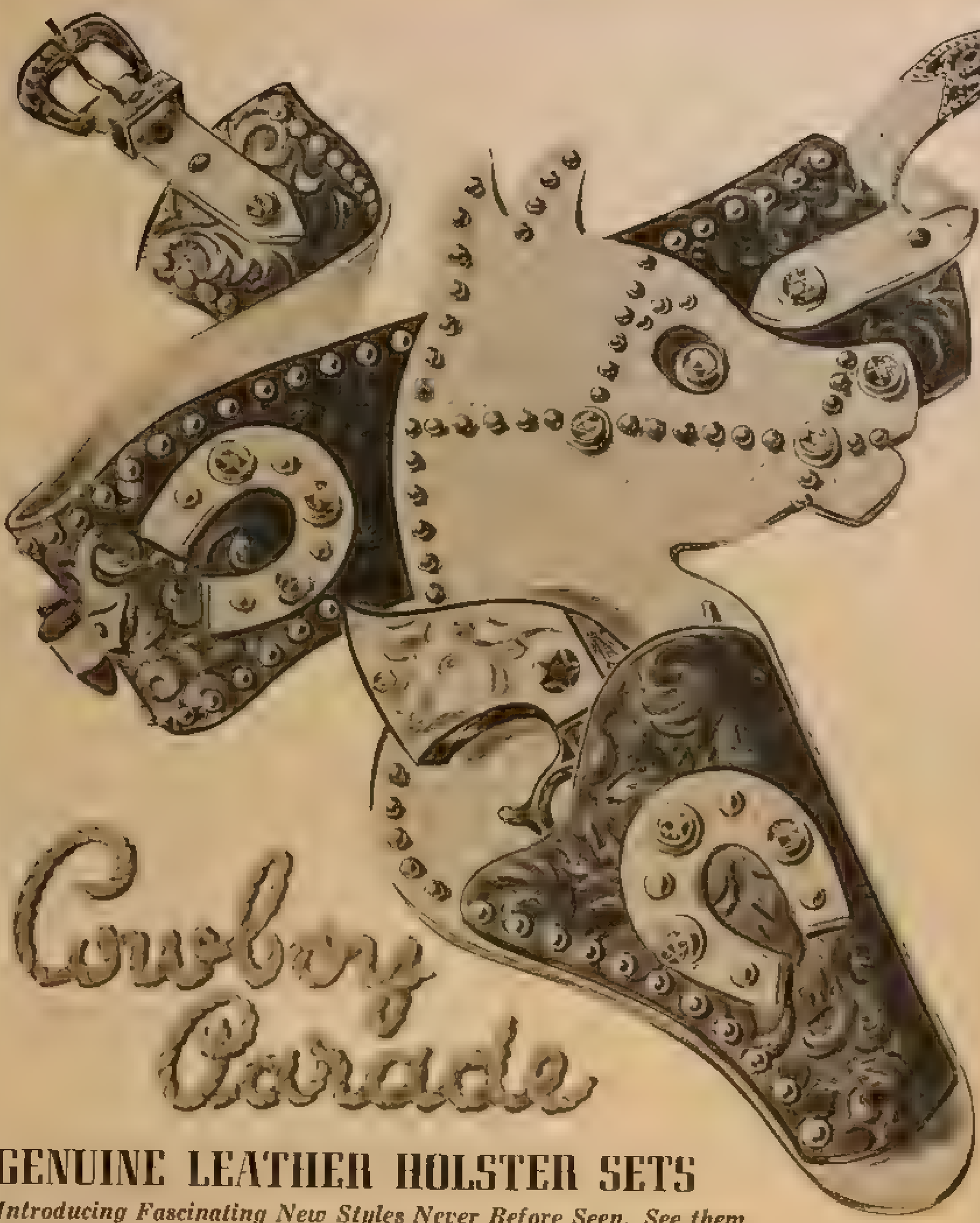
WEE TOT PLAY POOL

Manufactured Exclusively by Hettrick

MASS PRODUCED IN OUR SIX PLANTS

The HETTRICK MANUFACTURING CO.

TOLEDO, OHIO • GOSHEN & HUNTINGTON, IND. STATESVILLE, N. C.



GENUINE LEATHER HOLSTER SETS

Introducing Fascinating New Styles Never Before Seen. See them together with our popular MIDGET 200, MIDGET PARADE and New Soft Doll Line

ATLANTA NOVELTY MFG. CORP.

Factory: 443 Broadway, New York 13, N. Y.

HOTEL McALPIN
Room 919

[redacted]

200 FIFTH AVENUE
Room 207

511

Sensational New 3-Way Toy!

"It's More Fun to Play the Ballamatic Way"

SHOOT YOUR SALES TO A NEW HIGH!

This fascinating new ball game is stirring the toy industry! A nationally advertised "big play value." The Ballamatic is a sure-shot sales volume and profit-builder. Made of durable, colorful plastic. Attractively boxed, complete with ball. Premier showing at TOY FAIR. Maximum discounts to jobbers, chains and department stores.

LIST PRICE
Only
98¢

• A new ball game!

• Automatic play gun!

• Removable megaphone!

Premier Showing
TOY FAIR
ROOM 1025
HOTEL
NEW YORKER
March 6-17

• Another ESSER ENTERPRISES Success

Sales Representative:

INVINCIBLE SALES CORPORATION
2303 West 9th Street
LOS ANGELES 6, CALIFORNIA

Manufactured by **ESSER ENTERPRISES**
1529 Cassil Place, HOLLYWOOD 28, CALIFORNIA

260

RAISE YOUR SIGHTS ON '50 SALES
... Sell the KILGORE line!

Behind this broad line of toy cap pistols, paper caps, play pistols, water pistols and holster sets is more than 30 years of know-how in catching youngsters' fancy and making cash registers ring. The 1950 line is designed with emphasis on the western appeal — and will feature a Wildwest Outfit that will make children's hearts leap. The complete line was planned to provide an answer for every model demand and price bracket. You'll be safe to raise your sights on '50 sales' IF you sell the Kilgore line.

WING-GO!
A NEW, EXCITING TOY BY KILGORE

A sensational flying toy! Easy to operate — merely place propeller on spindle, pull string quickly ... and propeller zooms into the blue. Approximate altitude average about 150 feet. String automatically rewinds. Made of plastic. Each, including 2 propellers, on 2-color sales card. They'll go like "hot cakes" at about 49¢ retail. Write for details.

8 SURPRISES IN THE '50 LINE WILL BE ANNOUNCED DURING THE TOY FAIR

See Them At

Room 523	Room 116	Room 14-102
New Yorker Hotel	Breslin Hotel	Merchandise Mart
New York	New York	Chicago

THE Kilgore
MANUFACTURING COMPANY
WESTERVILLE, OHIO U.S.A.

431

Dont follow a Bum Steer

The 1950
HANDCUFFS
NOW MADE OF
MIRRO-ALUMINUM
SILVER FINISH
WITH
PATENTED SPRING CLASP INTERLOCK
Made by us exclusively

JR.

IMMEDIATE DELIVERY

- TEXAS DICK Ranger Sets
- POLICE OUTFITS
- DETECTIVE and G-MAN Sets
- POLICE EMERGENCY TRUCKS
- FISHING Sets
- INDIVIDUAL KINDRED ARTICLES

PRICE RANGE-5¢ to $2.00

For Spring and All Year Round

HALE-NASS CORPORATION, 489 BROOME ST., NEW YORK 13, N. Y.

333

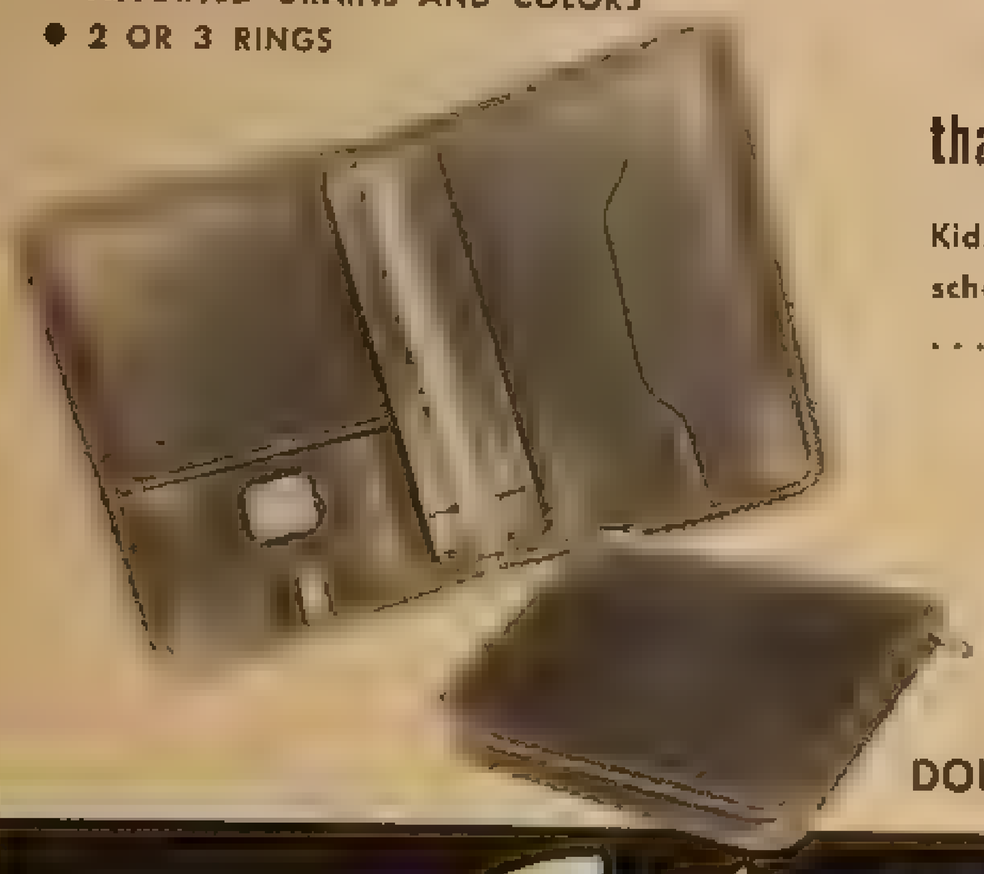
Readin' 'n Writin' 'n Rithmetic-

Prep SCHOOLBAGS
that lasso sales!

Be sure to see us at the

AMERICAN TOY FAIR
HOTEL McALPIN
MARCH 6-17 • ROOM 836

ZIPPER RING BINDERS
- LEATHERETTE • LEATHER
- ASSORTED GRAINS AND COLORS
- 2 OR 3 RINGS



WESTERN SCHOOLBAGS
that pack a powerful sales punch!

Kids go wild about these "Ride 'em Cowboy!" schoolbags . . . and mothers love their smart looks . . . fine detailing . . . and wonderful durability.

A NEW COMPLETE LINE OF

Prep

SCHOOL BAGS · BRIEF CASES · ZIPPER RING BINDERS

DOUBLE STITCHED FOR DOUBLE WEAR

Eastern BAG MFG. CORP.

129 WEST 30th STREET • NEW YORK 11, • WATKINS 9-9085

368

announces the dramatic
new 1950 line of

LONE RANGER

Copyright 1949—The Lone Ranger Inc

PISTOL & HOLSTER SETS
and
authentic accessories

AMERICA'S ALLTIME FAVORITE COWBOY—
THE LONE RANGER IS TOPS ON RADIO,
TELEVISION, WITH KIDS EVERYWHERE!

See the sensational new Lone Ranger sets at the Toy Fair!

made exclusively by

esquire novelty company

151 WESTSIDE AVENUE, JERSEY CITY, N. J

New York — Showrooms: 200 FIFTH AVENUE, Room 430
During Toy Fair, HOTEL McALPIN, Room 1008 — San Francisco

[redacted]

ROUNDUP

Trade Mark Reg

"THE LINE YOU CAN'T GO WRONG WITH"

GENUINE

LEATHER HOLSTER AND PISTOL SETS

SEE US AT THE **TOY FAIR** HOTEL McALPIN ROOM 851-849

Manufactured By

CARNELL MFG. CO., Inc.

772-778 FULTON ST. • BROOKLYN 17, N. Y.

New York Showroom
200 FIFTH AVE., N. Y. — Room 1260
Stanley Breslow, Sales Manager
Daniel M. Weiss, Assistant S M

Southern Representative
JAMES MELTCH
Santa Fe Building
Dallas, Texas

Western Representative
HARRY WALLACE
9008 Wilshire Blvd
Beverly Hills, Cal.

493

Another Bombshell by NEWELL

THE NEWEST – ATOMIC "5" PISTOL NO. 149

$1.49
FAIR TRADED

USES TABLE TENNIS BALLS FOR AMMUNITION

Pat. Pending

The new Atomic "5" Pistol will handle five table tennis balls in one loading. Light in weight, beautifully designed and finished in red plastic. Each Pistol in an attractively designed display carton.

NEWELL AUTOMATIC 6 SHOT AIR-FIRE REPEATER GUN

$5.95
FAIR TRADED

Pat. Pending

The latest Air-fire Repeater Gun fires 6 Table Tennis balls with one loading The walnut finish, light weight plastic stock and serrated firing grip, combined with the heavy aluminum barrel and air chamber, make a toy of irresistible appeal to young and old!
Each Newell Repeater Gun is individually packed in an attractive 4-color Target carton, which has instant eye appeal. Packed in either half-dozen or dozen master cartons.

AS POPULAR AS EVER

THE ORIGINAL AIR-FIRE GUN

THAT SHOOT TABLE TENNIS BALLS

Pat. Pending

$2.98
FAIR TRADED

Beautifully designed and well-constructed throughout. Stock and fore grip made from Tenite plastic, light walnut finish. Barrel and ammunition chamber made from heavy aluminum. New improved aluminum guide. *Dealers from coast to coast report this outstanding toy* a truly remarkable sales sensation. Each Gun is individually packed in an attractive 4-color Target carton, which has instant eye appeal. For your convenience these Guns are packed one dozen to a master carton, weighing 25 pounds

SEE ALL THE ABOVE ITEMS AT THE TOY FAIR IN NEW YORK—
Room 419, 200 FIFTH AVENUE BUILDING, and Room 568, HOTEL McALPIN

MANUFACTURED BY **NEWELL MANUFACTURING CO.** LOWELL MICHIGAN U. S. A.

392

[redacted]

WORCESTER WARE
Sets

SOME NEW ADDITIONS!
Complete line of
SUN 'N' SAND
PLASTIC BEACH TOYS
Complete line of
PICNIC SETS

New! More Beautiful than Ever!

LIFE SIZE
Playtime Sets
FOR CHILDREN

CHILDREN'S PLASTIC PLAYTIME SETS

REAL SIZE FOR PRACTICAL USE

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

WORCESTER TOY COMPANY
WORCESTER, MASS.

IT TICKS!

EVER TICK TOY WATCH

TERRIFIC NEWS
for
20,000,000 BOYS and GIRLS
. . . TERRIFIC SALES FOR YOU!

Retails 25¢

It's here NOW! A toy watch that TICKS and TICKS and TICKS AUTOMATICALLY. Entirely new and original invention! (U.S. and Foreign Patents pending.) Fascinates adults as well as children. Cash in on the one and only EVER TICK Watch. Sells every month in the year!

FEATURES OF STANDARD MODEL NO. 650

- REGULAR WATCH TICK (FULLY AUTOMATIC)
- MOVING HANDS
- CLEAR NON-BREAKABLE CRYSTAL
- STURDY STRAP AND BUCKLE
- MODERN STREAMLINE DESIGN
- POLISHED METAL CASE
- INDIVIDUAL WINDOW DISPLAY BOX
- 2 DOZEN IN SELF-MERCHANDISER

Packed 2 doz. to carton f.o.b. Floral Park, L. I., N. Y.

Regular discounts to jobbers and retailers

EVER TICK

De Luxe No. 900

A super Toy Watch with that Tick . . . Tick . . . Tick!

HAS ALL FEATURES OF STANDARD MODEL

PLUS

- Hands glow in dark
- Ultra-smart heavy metal case with non-corrosive back
- Perspiration proof strap
- Handsome gift box

Packed 1 doz. to shipping carton

Retails 49¢

PROMPT DELIVERY!

Toy Fair — at Room 1071 Hotel New Yorker

EVER TICK

255-39 Jamaica Avenue Floral Park, New York

WATCH THE

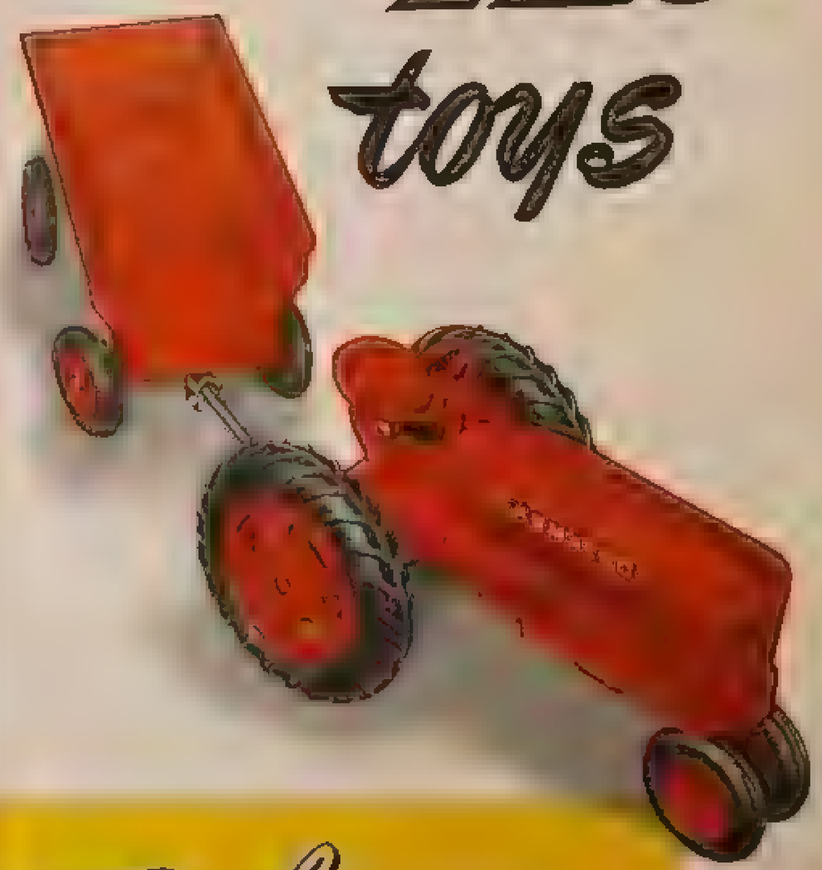
little things . . .

OUR MANUFACTURING CREED

Watch the little things [illegible] care of themselves

We a Prod[illegible] Ma[illegible] [illegible] Ba[illegible] Ou[illegible] [illegible] [illegible] [

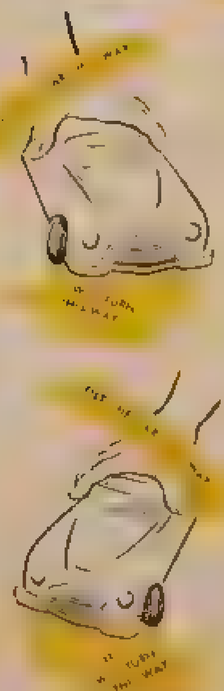
TRU· toys



Real SCALE MODEL MINIATURES

STEER-O-matic

the convertible that steers by tilting



Helps Teach Youngsters to Drive

SPECIFICATIONS

plastic seats, white metal rims, rugged, flexible and sturdy

TRU-toy

PRODUCT MINIATURE CO., INC

MANUFACTURER'S REPRESENTATIVES

EAST

MIDWEST

WEST

SOUTH

SOUTHWEST

TRUSCON

Vertical Lift CANOPY DOORS

united in action...

Showing canopy effect with doors partially raised.

Truscon Vertical Lift Canopy Door installation, United Air Lines Hangar, San Francisco, California. The Austin Company, Engineers and Builders.

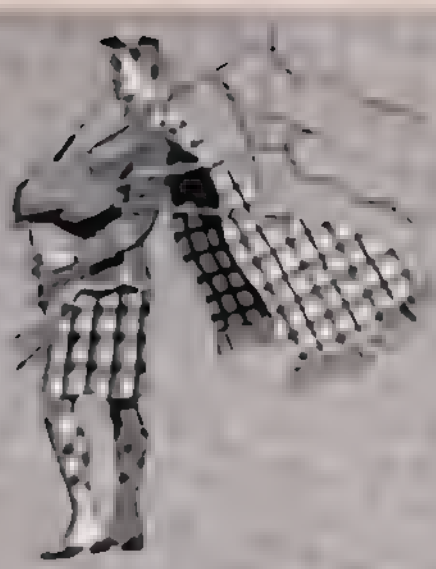
Doors completely closed in one section of the United Air Lines installation.

for United *in action*

UP or down they go...
quickly, quietly, easily ... both sections
simultaneously ... in each of these three 130 x 35 feet Truscon
Vertical Lift Canopy Door installations, at the United Air Lines Hangar,
San Francisco, California. Conservation of time ... conservation of power
... conservation of building heat ... these are special Truscon Vertical Lift
Door features that help develop hangar efficiency. The doors can be built
to extreme heights and widths, in as many individually-operated sections
as desired, without posts or supports between sections. Experienced
Truscon Engineers are available to help develop specifications exactly
suited to your particular needs. Illustrated literature on com-
plete line of Truscon Hangar and Industrial
Doors free on request.

FREE Book on Complete Line of Truscon Steel Hangar Doors. The Truscon Steel Company Manufactures a Complete Line of Steel Windows and Mechanical Operators . . . Steel Joists . . . Steeldeck Roofs . . . Reinforcing Steel . . . Industrial and Hangar Steel Doors . . . Complete Hangars for Small Planes.

TRUSCON STEEL COMPANY
Subsidiary of Republic Steel Corporation
YOUNGSTOWN 1, OHIO
Warehouses and sales offices in principal cities



Economy is a cheerful note in train travel. It is even more pleasing when combined with the comfort and enjoyment that are yours in restful Coaches on Union Pacific's daily

"CITY OF LOS ANGELES"
"CITY OF SAN FRANCISCO" "CITY OF PORTLAND"
Daily between Chicago the West Coast

"CITY OF DENVER" Daily between Chicago Denver
"CITY OF ST. LOUIS". Daily between St Louis the West Coast

UNION PACIFIC RAILROAD

Dependable Passenger and Freight Transportation

UNION PACIFIC RAILROAD

Look for the Trade Mark

The Union Pacific shield—the railroad's trademark—is a shining symbol of a transportation service which has been constantly improved throughout a period of more than eighty years.

As a result, the Union Pacific is today one of the most financially sound companies in America with more than 58,000 stockholders. Dividends have been paid, without interruption, for over fifty years.

Travelers, shippers, and investors have faith in Union Pacific as a dependable carrier of passengers and freight. We thank them for their confidence and patronage.

Economy is a cheerful note in train travel. It is even more pleasing when combined with the comfort and enjoyment that are yours in restful Coaches on Union Pacific's daily

"CITY OF LOS ANGELES"
"CITY OF SAN FRANCISCO" "CITY OF PORTLAND"
Daily between Chicago-the West Coast

"CITY OF DENVER" . . . *Daily between Chicago-Denver*
"CITY OF ST. LOUIS" . . . *Daily between St. Louis-the West Coast*
PULLMANS AND RESERVED SEAT COACHES ON ALL STREAMLINERS

Write Union Pacific Railroad, Room 353, Omaha 2, Nebraska, for free California-Pacific Northwest and Colorado booklets.

UNION PACIFIC RAILROAD
Dependable Passenger and Freight Transportation

NO. 300 *Super* FIRE TRUCK

With Double Wind-up Spring Motor and Siren—Adjustable Ladder Mounted on Swivel—Fire Hose and Nozzle

Length 12
Heavy Plastic Body — Enclosed Motors
Front Wheel Drive — Rubber Wheels
Decorated Steps and Grill
Color — Red
Individually Boxed
Packed 2 Doz — Shipping Wt 14 lbs

Saunders

NO. 250 *Fire Chief* CAR

With Powerful Friction Motor and Siren — Top Light and Siren Post

Length 10 ½"
Heavy Plastic Body — Enclosed Motors
Decorated Grill
Gold Lettering Side and Hood
Color — Red
Individually Boxed
Packed 2 Doz. — Shipping Wt. 11 lbs

NO. 200 *SPORTSTER*

With Wind-up Spring Motor

Length 10 ½
Heavy Plastic Body — Upholstered Seat
Rear Wheel Drive — Enclosed Motor
White Side Wall Rubber Wheels
Decorated Grill
Assorted Colors — Red Blue
Individually Boxed
Packed 2 Doz
Shipping Wt 9 lbs

NO. 150 *Champion* RACER

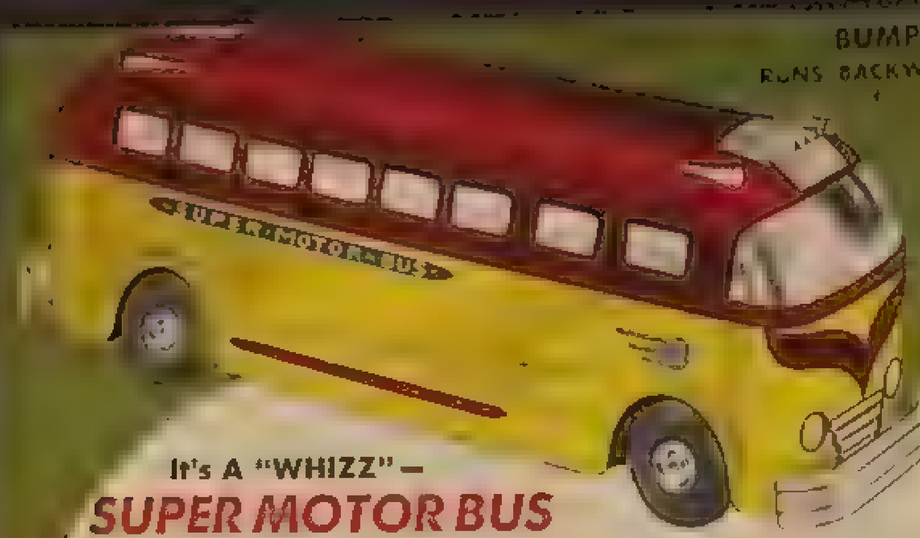
With Wind-up Spring Motor

Length 9 ½"
Heavy Plastic Body — Enclosed Motor
Front Wheel Drive — Rubber Wheels
Decorated Exhaust Pipes and Grill
Assorted Colors — Red Blue
Individually Boxed
Packed 2 Doz
Shipping Wt 8 lbs

NO. 225 *Police Squad* CAR

With Powerful Friction Motor and Siren—Aerial—Siren Post—Top Light

Length 9
Heavy Plastic Body — Enclosed Motors
Rubber Wheels
Decorated Windows and
Gold Lettering Side and Hood
Assorted Colors
Red Blue
Individually Boxed
Packed 2 Doz
Shipping Wt 8 lbs



It's A "WHIZZ" —

SUPER MOTOR BUS

With the Phenomenal
REVERSO-GYRO-MOTOR!

A Mechanism (Patent Pending) that Defies all Known Mechanical Principles in a Toy!

• RUNS 3 TO 4 TIMES AS LONG AS THE ORDINARY FRICTION MOTOR

No 500 Runs Forward — Bumps — Reverses Runs Backward — Bumps and continues action until power dies Brilliant decorated body in red yellow and silver comb nations with decals
Rubber tired
Length 12 — Height 4 — Width 3"
Packed 1 Doz
Shipping Wt 30 lbs
Packed 2 Doz
Shipping Wt 60 lbs

NO 10 DIN DIN PLASTIC HORN

A Real Noisy Model
Assorted Color Combinations
Packed Dozen to Package

WANG THE PARA-TROOPER

Toss It High — Chute Opens AUTOMATICALLY!

No 49 Chute opens
and the Para Trooper floats
Packed 1 Dozen to a Packing
Convenient Counter Box
Assorted and gaily
Size 6 Inches
2 Weeks to Shipping
Carton Weighs
6 Packings to Shipping
Carton Weighs

A FAST SUMMER SELLER!

Saunders

500 RATHBONE AVENUE

PLASTIC MECHANICAL TOYS

Saunders PLASTIC MECHANICAL TOYS

...FIRST with the NEWEST on WHEELS!

Sensational New
BUMP and DUMP TRUCK

No 550 New reversing friction drive motor (Patent Pend) that opposes all active engine stalling principles in a toy

IT BUMPS • IT DUMPS • IT RETURNS!

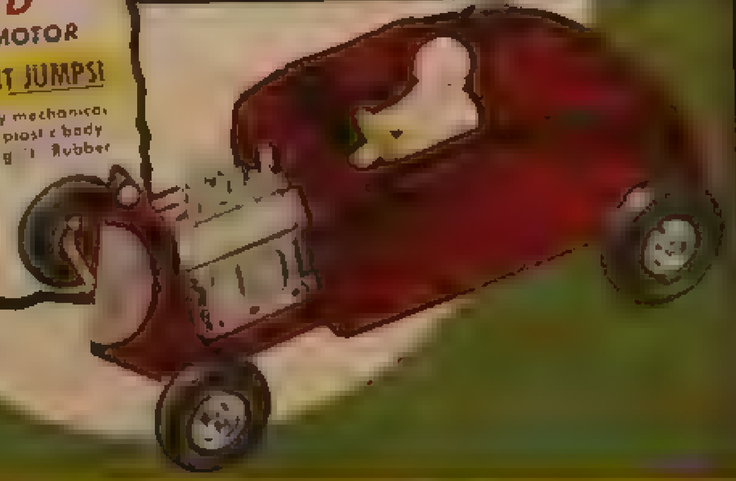
No reversing rod or gears push Four color combinations—red body with yellow dump or yellow body with red dump Sturdy plastic body with steel frame Rubber tires Size 10 x 4

Packed 1 Doz Shipping Wt
Packed 2 Doz Shipping Wt lbs

It's Terrific!
"HOT ROD"
with SOUPED-UP MOTOR

IT RUNS • IT CLIMBS • IT JUMPS!

No 400 Hottest action of any mechanical toy! Shipped down bright red plastic body Aluminum color motor and gold Rubber tires Size 7½ x 3½ x 3
Packed 1 Doz — Shipping Wt 10½ lbs
Packed 2 Doz — Shipping Wt 20½ lbs



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CHICAGO 54 ILLINOIS

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623 EXCHANGE BLDG
DENVER COLORADO

157 MOTOR AVENUE
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WARD FRANCIS COMPANY
101 TERMINAL SALES BLDG
SEATTLE 1 WASHINGTON

1200 W FIFTH STREET
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ATLANTA TOY MART
84 TENTH ST N W
ATLANTA GEORGIA

McDONALD & SHAW
SOUTHLAND HOTEL
DALLAS TEXAS

Wonderful fun—

ENDLESS GOOD TIMES

RIDE A

HARLEY-DAVIDSON

HYDRA-GLIDE

NEW pleasures await you in motorcycling, world's greatest sport! Adventure, travel, thrills, fascinating friends! Every trip is delightfully different, every moment one to be remembered as you take in exciting races, hillclimbs, endurance runs and go on gypsy tours, sightseeing trips and other club events.

And what a difference it makes when you're riding a Harley-Davidson *Hydra-Glide!* Roughest roads smooth out like magic, hills fade away, day-long riding is really comfortable! Get your share of this exhilarating fun. You can own a Harley-Davidson on easy terms. See your dealer today.

HARLEY DAVIDSON MOTOR CO., Dept. PS Milwaukee 1, Wis.

Send me *free* copy of ENTHUSIAST Magazine filled with [illegible] action pictures and stories, also literature on latest models.

Name

Address

City State

DEALERS: Valuable franchises are now available for the full line of famous Big Twins and the 125 Model. This is your opportunity to line up with the greatest name in motorcycles. Write or wire for complete information today.

Wonderful fun—
ENDLESS GOOD TIMES

RIDE A

HARLEY-DAVIDSON
HYDRA-GLIDE

NEW pleasures await you in motorcycling, world's greatest sport! Adventure, travel, thrills, fascinating friends! Every trip is delightfully different, every moment one to be remembered as you take in exciting races, hillclimbs, endurance runs and go on gypsy tours, sightseeing trips and other club events.

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DEALERS: Valuable franchises are now available for the full line of famous Big Twins and the 125 Model. This is your opportunity to line up with the greatest name in motorcycles. Write or wire for complete information today.

Take a "GYPSY VACATION" with a

HARLEY-DAVIDSON HYDRA-GLIDE

THIS car
Swing
Da
H
A
fun-packed way! Cruise
Do
Do
Do

Take a "GYPSY VACATION" with a

HARLEY-DAVIDSON HYDRA-GLIDE

THIS year . . . go roaming! Swing into the saddle of a super-smooth Harley-Davidson Hydra-Glide and see America the thrilling, fun-packed way! Cruise down scenic back-country roads! Explore little-known wilderness trails! Adventure through out-of-way mountain, desert and lake regions. Discover the rare delights of the many picturesque places so seldom seen from car, plane or train! You'll enjoy every moment. The miles whisk by so easily you hardly know you're travelling. Riding a Harley-Davidson Hydra-Glide is so comfortable it's almost like sitting in an easy chair! It's the greatest motorcycle of all time. And you can own it on easy terms. So plan now for that "Gypsy Vacation" you've always wanted. See your dealer today. Mail coupon!

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DEALERS: Valuable franchises are now available for the full line of famous Big Twins and the 125 Models. This is your opportunity to line up with the greatest name in motorcycles. Write or wire for complete information today.

MOTORCYCLING—
World's Greatest Sport!

Ride a

HARLEY-DAVIDSON

HYDRA-GLIDE

THE lure of motorcycling is like nothing else in this world! Once it's in your blood . . . brother, you'll never be the same again! From then on, nothing can ever equal the fascination of cruising down a scenic country road with a Harley-Davidson purring quietly under you . . . the he-man thrill of surging up a steep hill in low gear . . . the breathless feeling of levelling off for the straight-aways . . . the sense of power and freedom you get when you settle back in the saddle and give 'er the gun. In no other sport are friends so loyal, fun so great and more so. Nowhere is it so easy to find at motorcycle race meets, hill climbs, gypsy tours and other club events. A Harley-Davidson is your ticket to endless good times, to happy, healthful outdoor enjoyment. You can own one on easy terms. So why not get started now? See your dealer today.

HARLEY-DAVIDSON MOTOR CO., Dept. P5, Milwaukee 1, Wisconsin

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Name

Address

City State

DEALERS: Valuable franchises are now available for the full line of famous Big Twins and the 125 Models. This is your opportunity to line up with the greatest name in motorcycles. Write or wire for complete information today.

MOTORCYCLING—
World's Greatest Sport!

Ride a
HARLEY-DAVIDSON
HYDRA-GLIDE

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HARLEY-DAVIDSON MOTOR CO., Dept. PS, Milwaukee 1, Wisconsin

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Name

Address

City State

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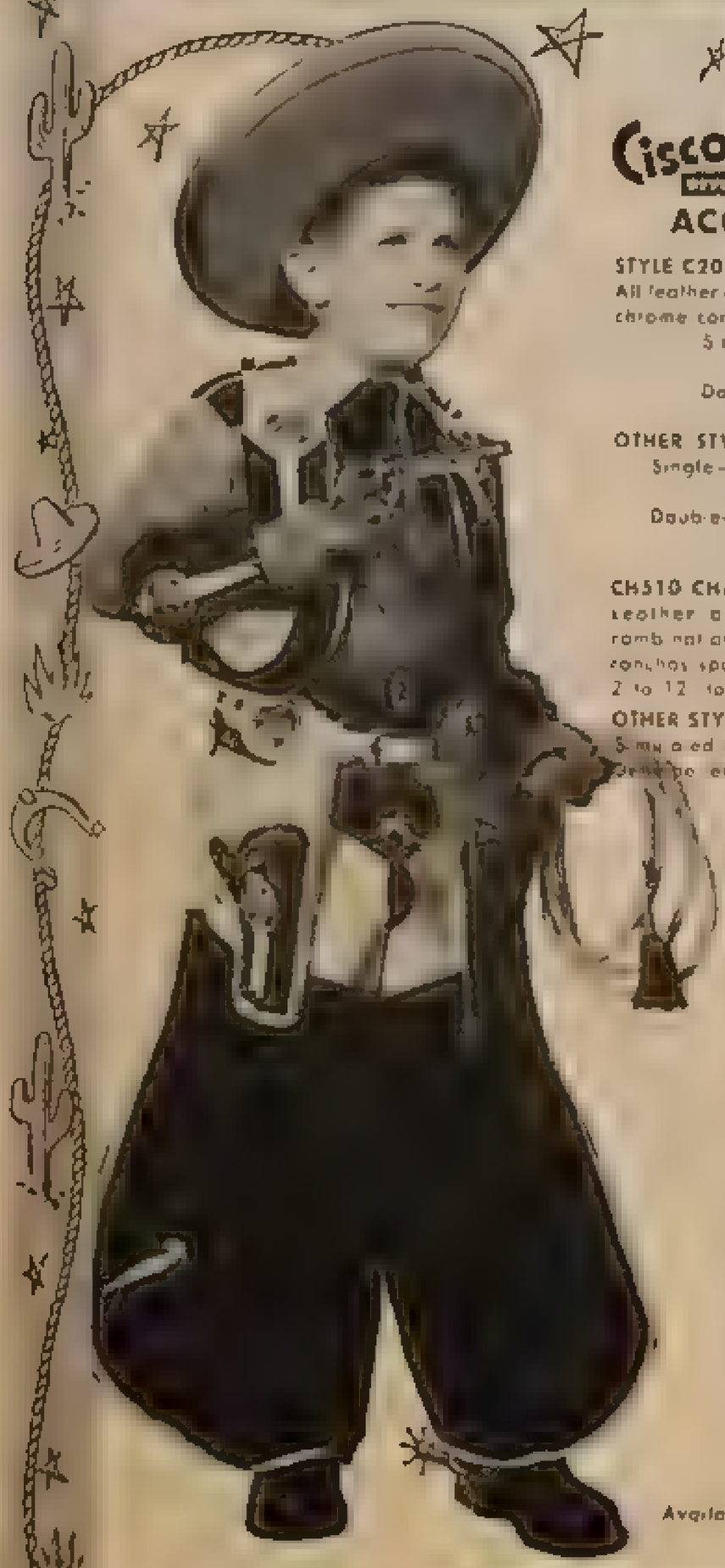
Cash In On $2,000,000.00 Worth of Cisco Kid

ADVERTISING and PUBLICITY



Cisco Kid
WESTERN
ACCESSORIES

STYLE C20 BELT AND HOLSTER
All leather—felt backed Cisco Kid chrome conchas, spots and jewels
Single—to retail at 5.98
with gun 6.98
Double—to retail at 6.98
with guns 8.98

OTHER STYLES (Not shown)
Single—to retail at .98—3.98
with gun 1.98—4.98
Double—to retail at 1.98—4.98
with guns 2.98—6.96

CH510 CHAP SUITS boys and girls leather and simulated leather combination with Cisco Kid chrome conchas spots and embossing. Sizes 2 to 12 to retail at 5.98

OTHER STYLES (Not shown)
Simulated leather—to retail at 4.98
Genuine leather—to retail at 7.98

C900 CUFFS
All leather Cisco Kid conchas, spots and jewels
to retail at 1.98
Others to retail at .98

C800 SWIVEL TRICK LARIAT
With safety breaking action and real bullet-shell fittings
to retail at .85

IN RADIO—
The Cisco Kid radio show is now sponsored in over 150 markets. More are being added every day. Its comparison being Hoopers are sensational.

IN MOVIES
Six thrilling new Cisco Kid feature length films released nationally in 1949 by United Artists. And six more scheduled every year for four years!

IN TELEVISION—
Now in production in California. To be released in 1950. Already signed with a sponsor.

The $2,000,000.00 expenditure totals up to the biggest long term campaign ever carried on to win the enthusiasm and loyalty of young America for a great romantic Western personality. And, this program means gold—direct from the golden West—for Cisco Kid dealers!

DE-LUXE MATCHED SETS

Consists of belt and holster(s), cuffs and spurs in extra large de-luxe box with matching die cut tray. Each item is held securely in place to make a beautiful display.

C220 (belt and holster(s) cuffs and spurs shown)
Single to retail at [illegible]
with gun 10.98
Double to retail at 10.98
with guns 12.98

OTHER STYLES (Not shown)
Single to retail at 6.98 7.98
with gun 7.98 - 8.98
Double to retail at 7.98 - 8.98
with guns 9.98—10.98

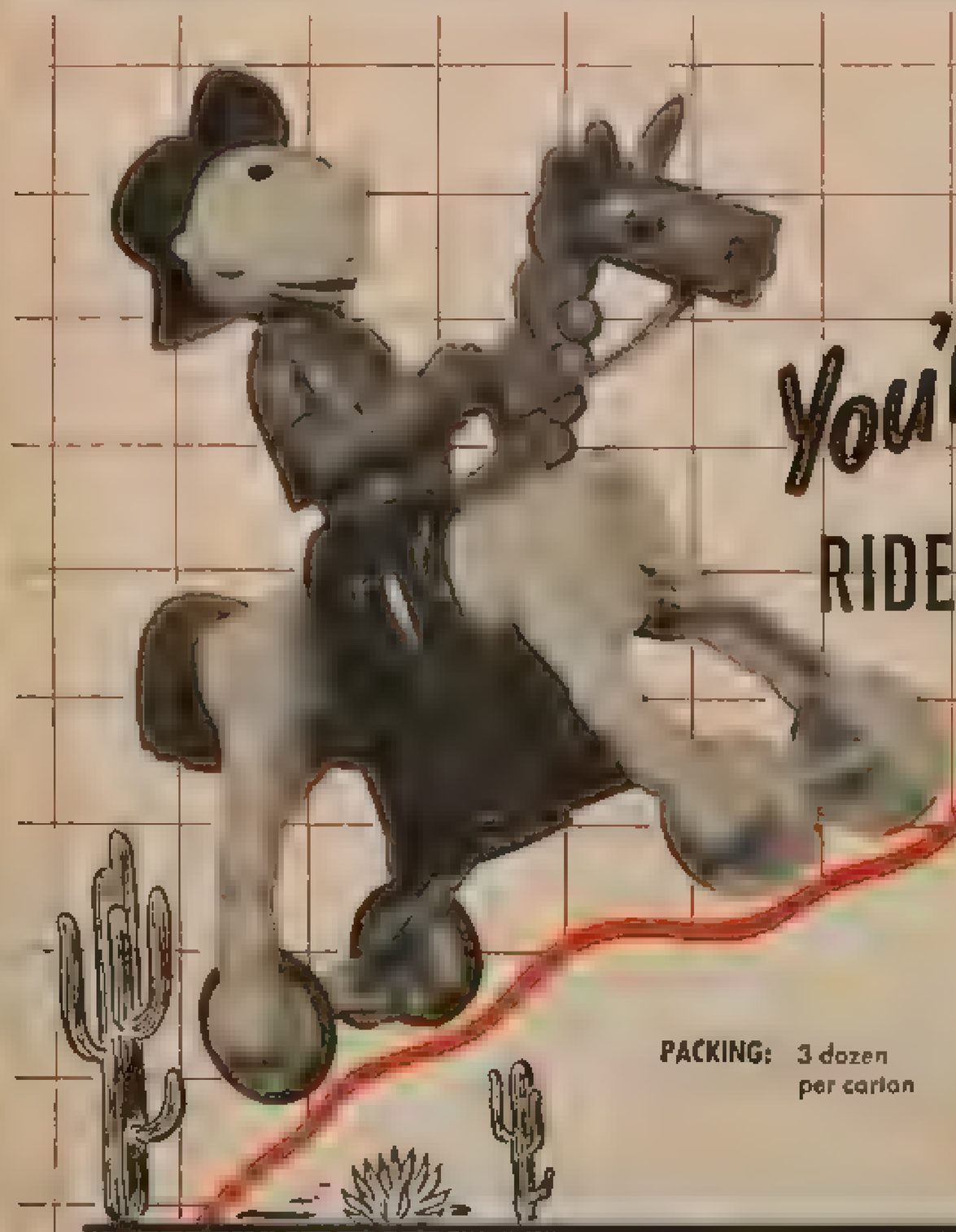
Available colors are black with white and silver trim — white with black and silver trim

All items individually packed in large 3 color display boxes

Cisco Kid
LEATHER & METAL PRODUCTS CO.

SEE US ROOM 721 • HOTEL NEW YORKER • MARCH 6-17

Redwine Bldg., Olympic & Central
Los Angeles 21, California



You'll shout "YIPPEE" AS Cactus Pete

RIDES YOUR "SALES LINE" WAY UP THAR!

EVERY CHILD'S A REAL COWBOY SO
"CACTUS PETE'S" THEIR PRIDE AND JOY

Yes sir—Pardner, you just show any child Cactus Pete. Let 'em give ol' Pete just one little pull, then listen to them squeal as they see Pete jog back and forth, and his horse's head and tail go up and down just as natural as you please. All you have to do is put Cactus on the toy counter—the youngsters 'll spot them faster than Hopalong can shoot a rustler. How can they miss those bright colors? And when they whoop "Mommy, I want that," Mommy'll buy because Cactus Pete has no breakable parts.

PACKING: 3 dozen per carton

RETAIL PRICE

69¢

So limber up your writin' iron and shoot in an order for a gang of Cactus Petes. You'll get the drop on your competitors.

BRIAN SPECIALTIES INC.

166 DUANE STREET • NEW YORK 13, N. Y.
WALKER 5-5776 • CABLE ADDRESS: BRYNSAL

396

the "KING of HOLSTERS"

teams up with the

"KING of the COWBOYS"...

...to bring you the official

ROY ROGERS

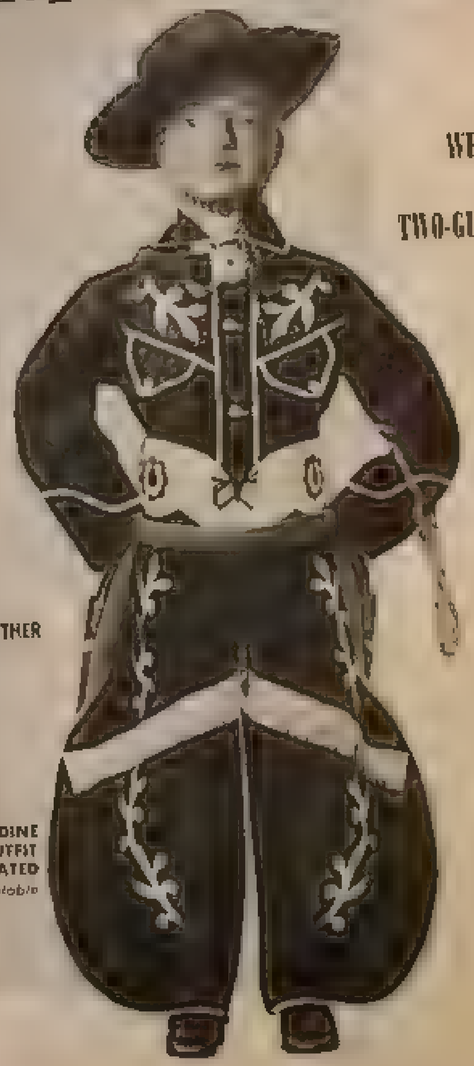
HOLSTER OUTFITS

Glassy PRODUCTS CORPORATION

MANY OUTSTANDING VALUES

3-16

the PRAIRIE RANGER line...



...the only WESTERN PLAYSUIT LINE featuring TWO-GUN LEATHER HOLSTERS in EVERY outfit

COMPLETE COLORFUL COWBOY OUTFITS MANUFACTURED IN...

COTTONS

SUEDINES

GENUINE FUR

GENUINE SUEDE LEATHER

#335 SUEDINE 12 PC. OUTFIT ILLUSTRATED

many other styles available

AUTHENTIC!

REALISTIC CONCHA TRIM!

PACKED WITH WESTERN PUNCH!

STYLED TO PLEASE EVERY JUNIOR COWBOY!

54 PARK PLACE • NEW YORK 7, N. Y.

WRITE FOR COMPLETE CATALOG AND PRICE LIST

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902 POSHAY TOWER
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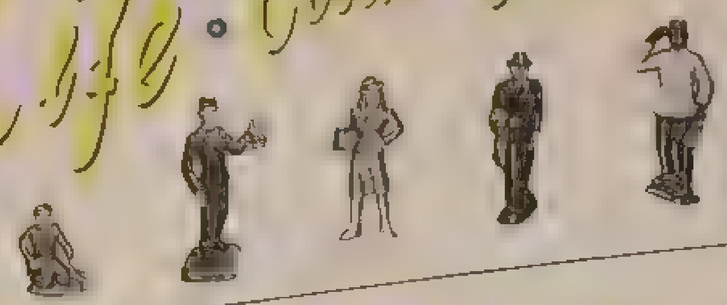
3-16

Life • Color • Action

Beton

PLASTIC TOYS

NOW AND THEN comes a line of playthings so beautiful to behold — so EXACTLY what the public wants — that success is a foregone conclusion. Here is such a line. In all our years of experience in the designing and production of Plastic Toys, we have seen nothing so brilliantly SALEable in this field.



Beton

Lifelike PLASTIC TOYS

SOLDIERS
COWBOYS
CADETS
INDIANS
FIREMEN
POLICEMEN
RAILROAD FOLKS
HORSES
MOUNTED FIGURES
FORTS
LANDING CRAFT
PT BOATS
DAIRY FARM SETS
WILD WEST SETS

Gold

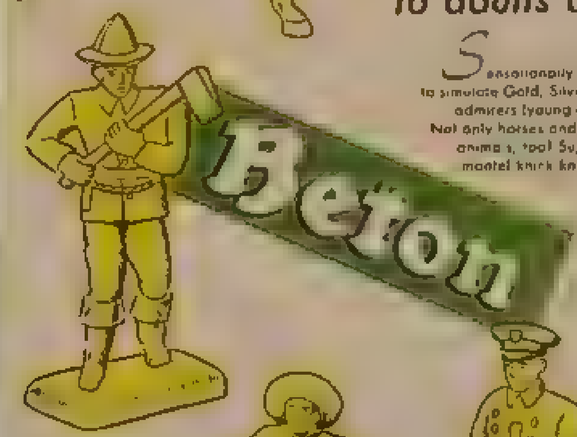
Silver

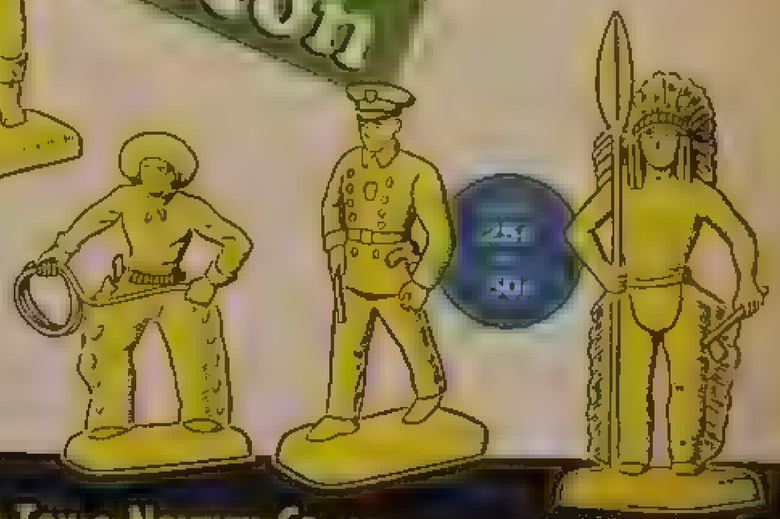
Bronze

PLASTIC TOYS

of powerful appeal
to adults as well as children

Sensationally true to life, finished to simulate Gold, Silver or Bronze — challenging admirers (young or old) to pass them by. Not only horses and mounted figures, but farm animals, too! Superb little party favors, mantel knick knacks — and TOYS!

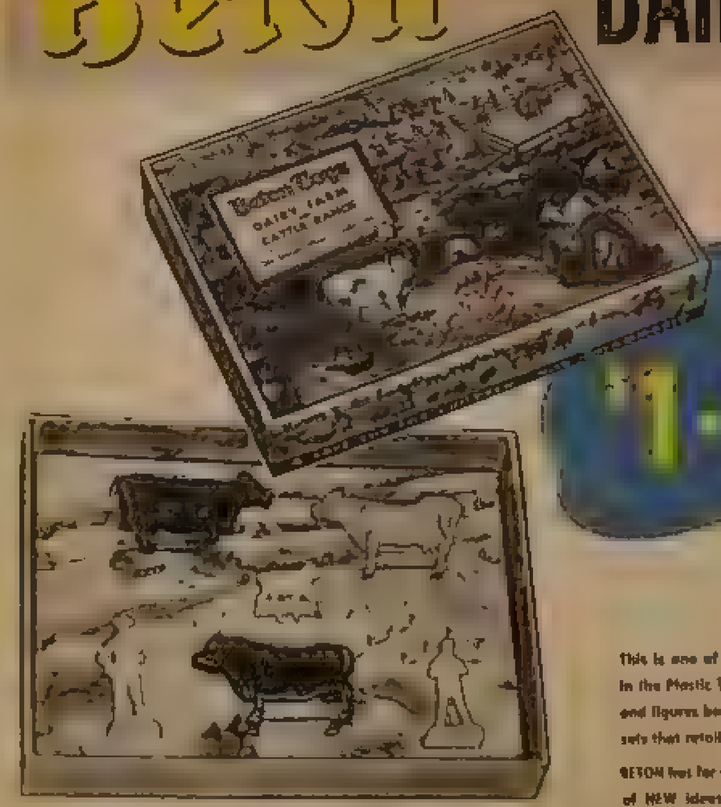




BERGEN TOY & NOVELTY CO., Inc.
Factory and Offices at Hackettstown, New Jersey

DURING THE TOY FAIR
ROOM **951**
Hotel McAlpin

Beton DAIRY SETS



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This is one of the most remarkable developments in the Plastic Toy field! Incredibly realistic animals and figures, beautifully boxed, to give you complete sets that retail PROFITABLY at THREE popular prices!

BETON has for years been foremost in the origination of NEW ideas in Plastic Toys. The turnover and profit possibilities of BETON Sets are exceptional!

Yes ... it's BETON ... for YOU ... for 1950

CATTLE RANGE — FARM SETS — POULTRY SETS

BERGEN TOY & NOVELTY CO., Inc.
Factory and Offices at Hackettstown, New Jersey

PERMANENT SHOWROOMS

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New York 10, N. Y.

WALTER A. ARTHUR CO. MICH
[illegible] South State St.
Chicago 4, Ill.

H. PRINCE CO.
[illegible] No. Third Street
Hamilton, Ohio

FEATURE Stevens
Quality Guns

Stevens Offers this Complete Line of Top notch Guns

METER REPEATERS
In Bright Nickel or Special Gold Finish

- * 49-er
- * Sheriff
- * Buffalo Bill
- * Cowboy King
- * Gold Peacemaker
- * Bango

METAL SINGLE SHOTS
In Bright Nickel Finish Also in Gold Finish

- * Big Scout
- * Colt
- * Hare
- * Echo

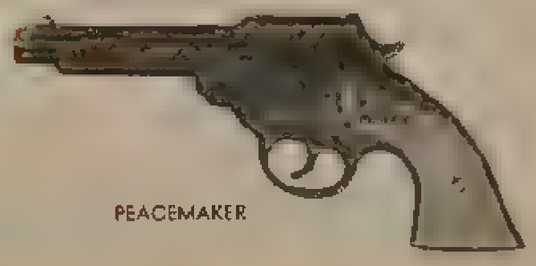
FLAT REPEATERS
In Bright Nickel Finish

- * Spitfire
- * 25-50
- * 25 Jr.

SEE
OUR COMPLETE LINE
AT THE
TOY FAIR
ROOM 653 HOTEL McAlpin

COWBOY KING

25 JR.



PEACEMAKER

PLACE YOUR ORDERS WITH THE SALES OFFICE NEAREST

J. & E. STEVENS

PERMANENT NEW YORK SHOWROOM

SALES OFFICES AND WAREHOUSES
LOS ANGELES
KANSAS CITY

FEATURE Stevens
Action Caps

50 SHOT ROLLED CAPS. 250 SHOTS TO THE BOX. A LOUD SURE SHOOTING CAP FOR BEST PERFORMANCE IN ANY GUN. PACKED 5 ROLLS TO EACH BOX — 5 DOZEN BOXES TO DISPLAY CARTONS — 5 GROSS BOXES TO SHIPPING CARTON. WEIGHT 13 LBS

YOU FOR IMMEDIATE DELIVERY AND REAL FREIGHT SAVINGS

SALES CO.

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Cromwell, Conn.

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ATLANTA, GA.

COWBOY
COLORING BOO
SQUARE DANCE
PAPER
Cinderella
Coloring Book
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of the West
PAPER
DOLLS
WESTER
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Riders
Ciscoki
Cinderella
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SAALFIELD
THE
LINE IT WILL
PAY YOU TO
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Greatest
LINE—
VALUES AND
SELECTION!
THE SAALFIELD PUBLISHING CO.
New York Salesroom, 200 Fifth Ave., Room 445

SAALFIELD

COLORING BOOKS
PAPER DOLL BOOKS
BOXED BOOKS
SHAPED BOOKS
LINEN BOOKS
ACTION BOOKS
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NOVELTY BOOKS
PUZZLES

CAN HANDLE YOUR REQUIREMENTS IN POPULAR PRICED CHILDREN'S BOOKS

THE SAALFIELD PUBLISHING CO., AKRON, OHIO

Sure-Fire Sales Getters!

A SUPERB LINE OF 36 BRAND NEW

YANKIBOY

REG. U.S. PAT. OFF.

GENUINE LEATHER HOLSTER SETS

TWIN AND SINGLE SETS—complete with all-die-cast cap gun with safety chambers, attractive carved handle, individually boxed.

#2401X. Tan, jewelled cartridge belt and holsters; rich, quality leather construction, metal ornaments.

#401X. Single holster set—same as above.

Looking for trigger-fast action in your western business? Then, be guided by the immediate success of YANKIBOY's genuine leather holster line.

Because they're genuine leather . . . because they're richly metal-ornamented . . . because they're jewel-studded . . . because their popular price speaks volumes of volume . . . they belong in your department.

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